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025.177 Consultants  
Launa Northwest (Helena,  
1987 Mont.)  
Audiovisual user  
needs assessment



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AUDIOVISUAL USER NEEDS ASSESSMENT

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MONTANA STATE LIBRARY  
1515 E. GOV. AVE.  
HELENA, MONTANA 59620

March 18, 1987

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AUDIOVISUAL USER NEEDS ASSESSMENT

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1515 E. 6th Ave.  
HELENA, MONTANA 59620

March 18, 1987

PLEASE RETURN

Submitted to:  
Montana State Library  
1515 E. Sixth Avenue  
Helena, Montana 59620

Submitted by:  
Economic Consultants Northwest  
1400 Eleventh Avenue  
Helena, Montana 59601

date due

**MONTANA STATE LIBRARY**  
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Audiovisual user needs assessment /



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## I. INTRODUCTION

Video tapes and films are important educational and informational sources for government, educational institutions, and private organizations in Montana. Within the state government of Montana, there are at least eight sources where audiovisual materials are assembled, catalogued, and disseminated for use by various groups and individuals.

Due to rapidly expanding inventories and accelerating demand for quality audiovisual materials, there is concern whether audiovisual users are being served efficiently and effectively. The Montana State Library has endeavored to determine the status of audiovisual use in Montana through a needs assessment of current and potential user groups.

Although not specifically addressed in the survey, a major purpose of the study was to evaluate the feasibility and desirability of consolidating audiovisual libraries throughout the state. Consolidation is thought to be a measure that would reduce administrative costs by eliminating duplication of services among libraries and it would also enhance efficiency in cataloguing and distributing audiovisual materials.

Economic Consultants Northwest (ECN), under contract to the Montana State Library, has conducted a needs assessment of users of audiovisual materials. To gather information concerning film/video tape use and needs, a statewide mail survey of audiovisual users was conducted. The survey results are presented in this report and, based on these results, recommendations have been made to enhance audiovisual services to film/video tape borrowers.



## II. METHODOLOGY

A statewide mail survey was conducted to gather information from current and potential users of audiovisual library services in Montana. Questionnaires were mailed on February 9, 1987, to 499 individuals known to have borrowed films or video tapes within the past year and to 189 persons thought to be potential users of audiovisual material. In addition, film coordinators from 231 school districts were mailed a total of 900 questionnaires to be disseminated to teachers within their school district. On February 13, 1987, postcard reminders were mailed to the audiovisual users, serving as both a thank you to those who had returned the questionnaire and as a courteous reminder for those who had not responded.

The following sections describe the procedures implemented in developing the mailing list, designing the survey instrument, administering the survey, automating the data, and analyzing the survey results. Appendix A contains a sample of the questionnaire and postcard reminder, and Appendix B provides a summary of frequency distributions and open-ended responses.

### A. Sampling Design

#### 1. Current User Group

ECN obtained names and addresses for known users from eight state audiovisual libraries and for potential users from two state agencies. Table 1 presents the sample size selected for each audiovisual library/agency. While the list probably does not include all persons who have borrowed films/video tapes or all possible users of audiovisual material, it does, represent a comprehensive sample (e.g., volunteers, service group representatives, health organization personnel).



TABLE 1  
SAMPLING DESIGN FOR CURRENT AND POTENTIAL  
AUDIOVISUAL USERS

Audiovisual Library	Sample Number of Users
1. <u>Current Users</u>	
Montana Department of Health and Environmental Sciences	93
Training Resource and Information Center (TRIC)	27
Montana Department of Commerce - Aeronautics Division	31
Montana Department of Fish, Wildlife and Parks	19
Office of Public Instruction State Film Library	900*
Montana Fire Services Training Center (Great Falls)	181
Montana Public Library Film Service (Butte)	122
University of Montana - Instructional Media Service (including U.S. Forest Service and Montana Committee for the Humanities)	26
2. <u>Potential Users</u>	
Montana Arts Council	164
Montana Department of Natural Resources and Conservation	25
Current Users = 1,399	Potential Users = 189

\*A total of 900 questionnaires were mailed to 231 school district film coordinators to be disseminated to school teachers.



Names and addresses of persons to be surveyed were gathered from user lists of five audiovisual libraries<sup>1</sup> if the following criteria were met:

- 1) The library list showed both the name of the contact person (i.e., the person responsible for the film/video tape loan) and the name of the agency/organization represented.
- 2) Addresses were complete.
- 3) The person had borrowed a film/video tape within the past year.
- 4) The contact person was not associated with secondary schools in Montana.<sup>2</sup>

All persons who met these criteria were selected to be surveyed with the exception of teachers.

Due to the very high number of teachers and firefighters who use audiovisual materials, it was only financially feasible to survey a statistically representative sample rather than all teachers and firefighters who use audiovisual materials. For the teachers, the Office of Public Instruction (OPI) Film Library list of school district film coordinators was used as a primary list to select a sample of Montana school teachers. Using a random selection process, 900 questionnaires were mailed for dissemination to teachers by 231 film coordinators.

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<sup>1</sup>Montana Department of Health and Environmental Sciences; Montana Department of Fish, Wildlife and Parks; Montana Department of Commerce, Aeronautics Division; University of Montana, Instructional Media Service; Montana Training Resource and Information Center (TRIC).

<sup>2</sup>Teachers were represented in the Office of Public Instruction State Film Library list.





Similarly, the Montana Fire Services Training Center provided ECN with a list of 360 Montana fire chiefs. Using a random selection process, a sample size of 181 was selected from the list and questionnaires were mailed to each of these fire chiefs.

Librarians from 122 public libraries were selected using the 1986 Montana Library Directory (published by Montana State Library). Librarians were selected using the same selection criteria as previously described.

## 2. Nonuser Group

Lists of potential audiovisual users were provided by the Montana Department of Natural Resources and Conservation (DNRC) and the Montana Arts Council. The DNRC offers audiovisual materials that promote education for the energy future through the Montana Public Library Film Service in Butte. The DNRC provided ECN with a list of energy workshop attendees who could be potential audiovisual users. A random sample of 25 was selected from this list.

The Montana Arts Council also provided ECN with a list of potential users. Using the previously described selection criteria, 164 potential users were selected from the following institutions: museum/art, museum/other, gallery/exhibition, space, arts center, and arts council/agency.

## B. Survey Process

The primary factors that influence the success of a survey are directly related to the respondent's inclination to complete the questionnaire in a thoughtful and timely manner. Considerable effort is expended to enhance the respondent's perception that the survey is worth the time and effort



necessary to complete and return the questionnaire as requested. The following sections describe the primary design factors that were utilized in the questionnaire development and survey administration.

1. Questionnaire Design

The audiovisual survey questionnaire was designed to convey to the respondents the importance of the study so they would take the time to carefully complete and return the questionnaire. Steps in developing the questionnaire included:

- a) Appearance: The survey instrument was printed in booklet form and designed to be aesthetically pleasing and professional. The respondent could see that much time and effort went into this design because of the importance of the study.
  - b) Organization: The questionnaire was organized so that the first question separated users of audiovisual materials from nonusers (those who do not currently use the services of an audiovisual library). This initial stratification of the survey population allowed for the characteristics and opinions of both users and nonusers to be efficiently explored without requiring both groups to consider questions not relevant to their particular history of audiovisual use or nonuse.
- Audiovisual users were surveyed regarding the details of their film/video tape use history. Respondents were asked to evaluate their satisfaction with existing services of their primary audiovisual supplier and to describe preferences for cost of renting a film/video tape, type of film/video tape format, and type of subject matters that they were most interested in borrowing.



Nonusers were surveyed to determine their reasons for not availing themselves of the services of an audiovisual library. The focus of the questioning to both users and nonusers was to elicit responses that would assist in the future development of efficient, cost effective, and widely accessible audiovisual services within Montana.

c) Personalization: Creating a feeling of personal communication between ECN and the survey participant was an important design consideration. A personalized approach was used to convey to the respondents the critical message that the study is important and that their participation is necessary for the success of the survey.

Two primary methods were utilized in the personalized approach. First, a cover letter was printed on the front page of the questionnaire that explained the overall nature and usefulness of the study, assured the respondent of complete confidentiality, and encouraged the respondent to complete and return the questionnaire. This cover letter was signed by Sara Parker, Montana State Librarian.

The second technique of personalizing the questionnaire was to encourage the respondents to write additional comments on the back page of the questionnaire. These comments serve the dual purpose of allowing the respondent to express any concerns that were not addressed in the questionnaire and of providing the State Library staff with additional information.



## 2. Pretesting

Pretesting, an essential step in evaluating the survey instrument, allowed the ECN staff to identify and correct problems in the question meanings or answer categories. The questionnaire was critiqued by representative staff members from the involved audiovisual libraries/agencies. All comments received from this pretesting effort were summarized and submitted to the State Library for approval of changes and incorporation into the questionnaire. Modifications were made accordingly.

## 3. Administration of Survey and Follow-up Procedures

Questionnaires were mailed directly to the audiovisual users with the exception of those selected from the OPI Film Library list. Survey packets were mailed to film coordinators identified on the OPI list. The survey packet contained a cover letter to the film coordinators requesting them to disseminate the questionnaires to the appropriate teachers in the school district.

As a measure to maximize the response rate, a postcard reminder was mailed to all persons on the initial mailout list (with the exception of the school district film coordinators) five business days after the questionnaire mailout. Film coordinators were not included in this follow-up procedure because of the responsibility that would be imposed upon them in locating the teachers to request that they return the questionnaire.

## 4. Data Automation

Survey responses were entered daily using MICROSTAT, an in-house library of statistical routines. This software package allows: easy input





of data to the computer, simple statistical procedures and testing, and the data to be exported for input to more sophisticated statistical packages such as SPSS.

After survey data were entered, editing and outlier analyses were performed on those categories that had responses which were not in predefined ranges. For example, if there were only four possible answer categories and a "5" appeared in the data output, this entry was rechecked and changed accordingly if a data entry error had occurred.

Responses not marked in provided answer categories were coded as "0", while multiple answers (i.e., more than one response marked when only one answer was requested) were coded as "9". For example, if a respondent marked two answers for Question 4 instead of one, the response was entered as a "9" and the actual answers were manually recorded (refer to Appendix B). All open-ended questions (those in which no answer categories were provided) also were recorded manually and are contained in Appendix B.

Frequency distributions were generated for all close-ended questions (those in which answer categories were provided). After examination of the distribution of each of the variables, sets of relationships among two or more variables were investigated using contingency table analysis (cross-tabulations). This analysis yielded frequency distribution estimates and provided statistics to measure whether the variables were statistically independent (e.g., Chi-square). The computer output for the frequency distributions and cross-tabulations are contained in the supplement to the report.



### C. Data Analysis

#### 1. Inferences

The teacher user group was separated from the other users because of their dominance in using audiovisual services. Data estimates and accuracy measures are presented for each group in the following sections. This study was primarily concerned with estimating the proportion of the population responding to each question in the survey instrument. In general, the procedures used to estimate population proportions is quite simple. The population is sampled and an estimate of the population proportion is made on the basis of the proportion in the sample.

These estimates are accurate only to the extent that the nonsampling errors (respondent refusals, inability to contact all respondents, and imperfections in the questionnaire design) have been minimized and that the sample is representative of the true population. It is often more useful to give estimates of population proportions in terms of a range of values. This range (confidence interval) designates an interval within which the true population proportion is expected to lie in a determined percentage of all possible cases and is calculated using the population size, the sample size, standard error, and the "confidence" desired in the estimate. For this survey, confidence intervals were developed for each group.

a. Current User Group. The population size (maximum possible users of film services) was estimated at 1,000 and the number of returned questionnaires was 315. The maximum standard error for each individual proportional estimate is given by the following formula:

$$SE = ((1 - n/N) * P * (1 - P)/(n-1))^{1/2}$$

Where for maximum possible error,



P = .5  
N = Population Size (1,000)  
n = Sample Size (195)

Then for the proportional estimates (Pr) presented in this survey with a 95 percent confidence interval,

$$Pr \pm ((1-195/1,000) * .5 * .5/194)^{1/2} * 1.96 + 1/390$$

or

$$Pr \pm .063$$

This implies that 95 percent of the time the true population proportion for each estimate will fall within the interval  $Pr \pm .063$ . For example, on Question 4, one can be 95 percent confident that the true proportion of those respondents that learned about their primary audiovisual supplier from promotional literature is between 4.2 percent and 16.8 (i.e.,  $10.5 \pm 6.3$  percent). This statement assumes that the demographics of the respondents are representative of the true population.

b. Teacher User Group. The population size (maximum possible users of film coordinator services in school) was estimated at 1,800 and the number of returned questionnaires was 160. The maximum standard error for each individual proportional estimate is given by the following formula:

$$SE = ((1 - n/N) * P * (1 - P)/(n-1))^{1/2}$$

Where for maximum possible error,

P = .5  
N = Population Size (1,800)  
n = Sample Size (160)

Then for the proportional estimates (Pr) presented in this survey with a 95 percent confidence interval,



$$Pr \pm ((1 - 160/1,800) * .5 * .5/159)^{1/2} * 1.96 + 1/320$$

or

$$Pr \pm .074$$

This implies that 95 percent of the time the true population proportion for each estimate will fall within the interval  $Pr \pm .074$ .

## 2. Analysis of Nonresponse

Current and potential audiovisual users were surveyed through a postal questionnaire mailed to names obtained from various audiovisual libraries and state agencies. A total of 460 questionnaires were completed and returned representing 355 current users and 105 nonusers. Assuming that the film coordinators distributed each of the 900 questionnaires to a teacher as requested, the total response rate would be 29 percent. In mail surveys, a response of 20 percent is considered average and response rates as low as 10 percent are not uncommon.

Based on the information available, there is no reason to believe that nonrespondents (audiovisual users or nonusers who did not participate in the survey) had different views to express than those who did respond. In other words, there is no reason to suspect that a nonresponse bias exists.

## 3. Survey Response Limitations

Mail surveys present the problem that there is no control over the way a respondent may choose to answer questions which she/he should ignore, or, on the other hand, disregard questions that require a response. In this study, for example, Question 5 asked the survey participants to indicate the importance (very important, important, not important) of various listed factors in selecting a primary audiovisual supplier. Some of the survey participants chose not to respond to all of the answer categories. There are





several explanations why this may have occurred, such as:

- 1) Question was confusing to respondent.
- 2) Answer categories were confusing to respondent.
- 3) Respondent was marking the questions in a hurried fashion to

complete and return the questionnaire and, in the process, missed some answer categories.

4) Respondent did not think the factor was important in selecting a primary audiovisual supplier, so did not respond even though there was an answer choice of "not important."

Because the pretest effort did not indicate that there were any major difficulties with the question or answer categories, the most probable cause for nonresponse would be that the respondents did not answer due to the hurried fashion in which the questionnaire was completed or because he/she believed the answer category did not pertain to them.



### III. SURVEY RESULTS

The following sections summarize the responses of the survey participants. The current user group is subdivided into two subgroups--other and teacher. The "other" group includes, but is not limited to, government employees, health personnel, librarians, nursing home staff, volunteers, and firefighters. The teacher group consists of educators who received the questionnaire via the school district film coordinators. Teachers comprise about 85 percent of all audiovisual users within the state.

The supplement to the report contains a complete listing of all survey response frequency distributions and selected cross-tabulations. Also included in the supplement to the report are open-ended responses and multiple responses.

#### A. Current User Group

##### 1. Other User Group

A total of 195 survey participants represent the "other" user group. Of the 195 respondents, about 84 percent indicated that they utilize films/video tapes in their profession or volunteer work, while the remaining 16 percent reported that they coordinate the distribution of films/video tapes.

Table 2 presents the occupational status of the survey participants. As shown in Table 2, the majority of the respondents in the other user group were currently employed as educators (23.6 percent), firefighters<sup>3</sup> (22.1 percent), or government employees (19.0 percent). Representatives of interest groups constituted the lowest number of respondents (1.5 percent).

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<sup>3</sup>Firefighter category includes both paid and volunteer positions.



TABLE 2  
CURRENT EMPLOYMENT POSITION  
OF OTHER USER GROUP RESPONDENTS

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Employment Position	Percent of Respondents
Government Employee	19.0%
Interest Group Representative	1.5%
Educator	23.6%
Employed in the Private Sector	6.7%
Volunteer	6.1%
Firefighter	22.1%
Other	12.8%
Multiple Response	8.2%

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The frequency that respondents borrow films/video tapes from various Montana audiovisual libraries is presented in Table 3. The majority of respondents indicated that they usually borrow films/video tapes less than 10 times annually. The libraries where respondents most often borrow films/video tapes (i.e., more than 10 times a year) were the Montana Fire Services Training Center, Montana Department of Health and Environmental Sciences (DHES), and Montana Public Library Film Service. This higher frequency of use of these particular libraries probably is proportional to the large number of firefighters and educators responding to the survey.

Respondents were asked to identify the library/agency that they consider to be their primary audiovisual supplier (Table 4). Of the 185 responding to this question, 24.9 percent reported that the Montana Fire Services Training Center was their primary supplier, 16.2 percent named DHES, 13.5 percent identified the OPI Film Library, and 13.5 percent indicated the Montana Public Library Film Service. Ninety-one percent of the firefighters named Montana Fire Services Training Center and 44 percent of educators indicated OPI Film Library as their primary suppliers. As previously discussed, firefighters and educators comprised a large segment of the respondents. Their selection of an audiovisual supplier is consistent with the specific nature of the subject matter present.

Nearly 28 percent of the respondents learned about their primary audiovisual supplier from a catalog, while 23 percent heard about the supplier from a colleague or student. Advertisement through telephone directories and television were the least effective means of marketing the services of audiovisual libraries.

In selecting a primary audiovisual supplier, 85 percent of the respondents indicated that subject matter specific to their needs was a very





TABLE 3  
FREQUENCY THAT OTHER USER GROUP RESPONDENTS UTILIZE  
VARIOUS AUDIOVISUAL LIBRARIES

Audiovisual Library	Less Than 10 Times/Year	More Than 10 Times/Year	Number of Respondents
Office of Public Instruction State Film Library	84.9%	15.1%	119
Montana Fire Services Training Center (Great Falls)	75.4%	24.6%	122
University of Montana - Instructional Materials Service (Including U.S. Forest Service and Montana Committee for the Humanities)	92.9%	7.1%	112
Montana Public Library Film Service (Butte)	80.4%	19.6%	107
Montana Department of Health and Environmental Sciences	79.3%	20.7%	121
Montana Department of Fish, Wildlife and Parks	95.0%	5.0%	100
Montana Department of Commerce - Aeronautics Division	94.4%	5.6%	90
TRIC (Training Resource and Information Center)	90.0%	10.0%	90
School District Media Service	89.1%	10.9%	92
Other	44.1%	55.9%	34



TABLE 4  
PRIMARY AUDIOVISUAL SUPPLIERS  
OF OTHER USER GROUP RESPONDENTS

Primary Audiovisual Supplier	Percent of Respondents
Office of Public Instruction State Film Library	13.5%
Montana Fire Services Training Center (Great Falls)	24.9%
University of Montana - Instructional Materials Service (Including U.S. Forest Service and Montana Committee for the Humanities)	7.6%
Montana Public Library Film Service (Butte)	13.5%
Montana Department of Health and Environmental Sciences	16.2%
Montana Department of Fish, Wildlife and Parks	4.3%
Montana Department of Commerce - Aeronautics Division	2.7%
TRIC (Training Resource and Information Center)	4.3%
School District Media Service	2.2%
Karol & other free sources	0.5%
Federation Headquarters (Parmly Billings)	0.5%
National Park Service (Denver)	0.5%
Captioned Films for the Deaf	0.5%
MSU	0.5%
Billings Public Library	0.5%
Modern Talking Picture Service	1.6%
Kit Parlor Films	0.5%
NASA	0.5%
Local Continuing Education Service	0.5%
Our Church Video Library	0.5%
Alcoholic Anonymous	0.5%
Montana Bankers Association	0.5%
EMS Film Library	0.5%
American Cancer Society	0.5%
Commercial Distributors	0.5%
ILL - through Library Federation	0.5%
Missoula Public Library	0.5%

Note: Total percent may not add to 100 percent due to rounding of figures.



important factor. Although subject matter was rated as the most important factor in selecting audiovisual materials, none of the other factors evaluated were considered to be unimportant in the selection process (Table 5). All of the factors presented as options were rated by more than 50 percent of the survey participants as being very important in influencing their choice of an audiovisual supplier.

Over half of the respondents borrow films/video tapes for classroom instruction. The type of audience that most often views the film/video tape presentations was interest groups, closely followed by firefighters and volunteers. Respondents reported college/technical school students as the least likely audience to view films/video tapes that they show.

Almost 83 percent of the respondents select a specific film because the subject is of particular interest to their group, whereas the least important reason for choosing a film is because the subject was discussed on television. Current subject matter was also very important to respondents when deciding upon a film to present.

Although 91 percent reported a catalog was available to them from their audiovisual supplier, only 26 percent indicated catalog supplements were regularly mailed to them. Eighty-five percent described the catalog as easy-to-use, 78.7 percent were not charged for the catalog, and 60 percent thought the catalog was comprehensive. There were no respondents that thought the catalog price was too high.

The overall opinion expressed by the respondents concerning the services provided by their primary audiovisual supplier was positive; however, there were specific areas identified where services could be improved. Only 4 percent of the survey participants were dissatisfied or very dissatisfied



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TABLE 5  
LEVEL OF IMPORTANCE OF VARIOUS FACTORS  
IN SELECTING A PRIMARY AUDIOVISUAL SUPPLIER -  
OTHER USER GROUP RESPONDENTS

Factor	Very Important	Important	Not Important	Number of Respondents
Convenience	66.5%	31.3%	2.2%	179
Up-to-date films/video tapes	61.9%	33.7%	4.4%	160
A large selection of films/video tapes	54.7%	41.8%	3.5%	170
No rental fee	60.5%	24.8%	14.7%	157
Reasonable rental fee	52.2%	39.8%	8.0%	138
Type of film/video tape format compatible with my audiovisual equipment	58.1%	35.5%	6.4%	155
Up-to-date catalog	68.3%	28.0%	3.7%	164
Subject matter specific to my needs	85.1%	14.4%	0.5%	181
Other	83.3%	16.7%	0.0%	12



with the services provided by their primary audiovisual supplier. The most common problem reported by the users was that the films/video tapes were outdated (Table 6).

Audiovisual libraries are faced with the decision of whether to continue to purchase films or to purchase the more modern video tapes being marketed today. To determine the type of format that would be most compatible with audiovisual equipment used by borrowers, respondents were asked to rank format compatibility. Based on the responses, audiovisual format compatibility was ranked as follows: 16mm film (81.5 percent), 1/2 inch VHS video tape (74.9 percent), 35mm slides (45.6 percent), 35mm filmstrips (23.1 percent), 3/4 inch U-matic video tape (12.8 percent), and 1/2 inch Beta video tape (12.3 percent).

Forty-eight percent of the respondents identified health as being the subject they were most interested in borrowing, whereas the subject matter that received the lowest response (18.5 percent) was current events. Science/technology, social problems, natural resources, history, and entertainment were regarded by 24 to 36 percent of the respondents as the subject they were most interested in borrowing.

Table 7 presents the amount that survey participants would be willing to pay to rent a film/video tape. Only 6.8 percent would be willing to pay in excess of \$5.00, while 34.7 percent indicated that they would be willing to pay \$5.00 or less. Nineteen percent reported they would be willing to pay



TABLE 6  
PROBLEMS EXPERIENCED BY OTHER USER GROUP  
RESPONDENTS WHEN BORROWING A FILM/VIDEO TAPE FROM PRIMARY  
AUDIOVISUAL SUPPLIER

Problem	Serious Problem	Moderate Problem	No Problem	Number of Respondents
The films/video tapes were not in satisfactory condition	3.3%	30.6%	66.1%	180
The return date for the film/video tape was too restrictive	4.4%	22.7%	72.9%	181
The requested film/video tape did not arrive in time for the planned showing	3.9%	24.4%	71.7%	180
The type of media was not compatible with available audiovisual equipment	4.7%	12.9%	82.4%	171
My reservation for the film/video tape was not honored	1.2%	8.8%	90.0%	170
No up-to-date catalog is available	7.6%	21.1%	71.3%	171
Films/video tapes are outdated	13.9%	41.9%	44.2%	172
Other	63.6%	36.4%	0.0%	11



TABLE 7

PRICE THAT OTHER USER GROUP RESPONDENTS WOULD  
BE WILLING TO PAY TO BORROW A FILM/VIDEO TAPE

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Price	Percent of Respondents
Less than \$3.00	16.3%
\$3.00 to \$5.00	18.4%
\$5.01 to \$7.00	2.6%
\$7.01 to \$10.00	3.7%
More than \$10.00	0.5%
Mailing/insurance cost	19.0%
Cost not relevant	4.2%
Cannot afford to pay	11.6%
Multiple response	23.7%

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mailing/insurance cost, consistent with the cost required by many of the state audiovisual libraries. Almost all of the 24 percent who provided multiple answers instead of choosing only one answer category included mailing/insurance cost as one of their multiple responses. A very common combination of answers was "less than \$3.00" and "mailing/insurance costs."

Consistent concerns expressed on the back page of the questionnaire included the high frequency of worn out or damaged films, out-dated subject material, and cost. In addition, this user group expressed the lack of knowledge of where audiovisual materials were available within the state.

## 2. Teacher User Group

Seventy-five percent of the 160 teacher respondents use films/video tapes in their profession, while the remaining 25 percent are film coordinators. All but two of the survey participants listed their occupation as educator. The two which were not educators classified themselves as a school librarian and a school secretary.

The frequency at which the respondents borrow films/video tapes from audiovisual libraries was similar to that reported by the other user group survey participants except with respect to the OPI State Film Library. As shown in Table 8, the majority of respondents borrow films less than 10 times a year. The OPI Film Library, however, is indicated by respondents to be used more frequently than other audiovisual libraries. This high usage is directly attributable to the mailing list source of this user group (i.e., OPI State Film Library).

Although teachers consistently rely upon the OPI Film Library throughout the year for audiovisual materials, they also borrow materials from other libraries as well. Approximately 86 percent of the teachers reported that they use more than one audiovisual library.



TABLE 8  
FREQUENCY THAT TEACHER USER GROUP RESPONDENTS UTILIZE  
VARIOUS AUDIOVISUAL LIBRARIES

Audiovisual Library	Less Than 10 Times/Year	More Than 10 Times/Year	Number of Respondents
Office of Public Instruction State Film Library	52.7%	47.3%	148
Montana Fire Services Training Center (Great Falls)	100.0%	0.0%	99
University of Montana - Instructional Materials Service (Including U.S. Forest Service and Montana Committee for the Humanities)	86.5%	13.5%	111
Montana Public Library Film Service (Butte)	98.0%	2.0%	101
Montana Department of Health and Environmental Sciences	97.0%	3.0%	99
Montana Department of Fish, Wildlife and Parks	90.7%	9.3%	118
Montana Department of Commerce - Aeronautics Division	100.0%	0.0%	99
TRIC (Training Resource and Information Center)	100.0%	0.0%	93
School District Media Service	70.0%	30.0%	110
Other	48.9%	51.1%	45



The OPI State Film Library was identified by 60.3 percent of the respondents as being their primary audiovisual supplier (Table 9). While 19.9 percent named the School District Media Service, this usage rate may be higher if all schools had an in-house media service. Schools with a media service are often required as administrative policy to borrow audiovisual materials from the media service rather than other libraries as an economic measure.

Similar to the other user group, most of the teacher respondents (41.3 percent) had learned about their primary audiovisual supplier from a catalog or through a colleague/student (23.9 percent). No respondents had heard about their supplier through the telephone directory or television.

Table 10 shows the level of importance for various factors considered by respondents in selecting a primary audiovisual supplier. The most important factors in the respondents' decision were that the subject matter was specific to their needs and convenience. Similar to the other user group, over 50 percent of the respondents reported all listed factors were important in making such a choice.

Consistent with the occupation of this user group, the major purpose for which 94 percent of the respondents show films/video tapes was classroom instruction. Over 50 percent present the films/video tapes to students in grades kindergarten through 8th grade, while 35 percent show films/video tapes more frequently to students in grades 9 through 12. No respondents reported pre-school children, colleagues/employees, interest groups, volunteers, or firefighters as being a type of audience that views the films/video tapes that they show.

Important factors that influence the respondents' decision in choosing a film/video tape include film subject matter is current, film is curriculum



TABLE 9  
PRIMARY AUDIOVISUAL SUPPLIERS  
OF TEACHER USER GROUP RESPONDENTS

Primary Audiovisual Supplier	Percent of Respondents
Office of Public Instruction State Film Library	60.3%
University of Montana - Instructional Materials Service (Including U.S. Forest Service and Montana Committee for the Humanities)	4.4%
Montana Public Library Film Service (Butte)	0.7%
Montana Department of Fish, Wildlife and Parks	5.2%
School District Media Service	19.9%
Karol and other free sources	2.9%
Modern Films	0.7%
Federation Headquarters (Parmly Billings)	0.7%
Modern Talking Picture Service	2.9%
Wilson School in Bozeman	0.7%
Butte High School Film Library	0.7%
Own school library	0.7%

Note: Total percent may not add to 100 percent due to rounding of figures.





TABLE 10  
LEVEL OF IMPORTANCE OF VARIOUS FACTORS  
IN SELECTING A PRIMARY AUDIOVISUAL SUPPLIER -  
TEACHER USER GROUP RESPONDENTS

Factor	Very Important	Important	Not Important	Number of Respondents
Convenience	73.3%	24.7%	2.0%	150
Up-to-date films/video tapes	63.4%	35.2%	1.4%	142
A large selection of films/video tapes	56.6%	39.7%	3.7%	136
No rental fee	58.7%	29.3%	12.0%	133
Reasonable rental fee	50.0%	42.4%	7.6%	118
Type of film/video tape format compatible with my audiovisual equipment	55.6%	37.3%	7.1%	126
Up-to-date catalog	58.2%	40.3%	1.5%	134
Subject matter specific to my needs	81.1%	18.2%	0.7%	148
Other	81.8%	18.2%	0.0%	11



oriented, and subject matter is of particular interest to their group. The factors that least influence the selection of a film/video tape were that the subject was discussed on television and that the film was recommended by a colleague/student.

More than 95 percent of the respondents indicated that a catalog was available from their primary audiovisual supplier and 50 percent reported that this catalog was free. When asked to describe the catalog, a majority of the respondents indicated that the catalog was easy-to-use, comprehensive, up-to-date, and had a helpful subject index. Thirty-seven percent, however, reported that catalog supplements were not mailed to them regularly.

Although approximately 90 percent of the respondents rated their overall level of satisfaction with their primary audiovisual supplier as being very satisfied, somewhat satisfied, or satisfied, there were specific problems reported by respondents that have occurred when borrowing a film/video tape (Table 11). The most common complaint among the respondents was that the films/video tapes were out-dated, with 68.7 percent indicating that this was either a serious or moderate problem. Fifty-four percent also reported that films/video tapes were in unsatisfactory condition.

Ninety-two percent reported that media compatibility with their audiovisual equipment was not a problem. Over 87 percent thought 16mm film was the most compatible format, whereas 85 percent indicated 1/2 VHS video tape as most compatible. This selection of media format is consistent between both teacher and "other" user groups surveyed. The selection of films as the most compatible medium probably reflects the historic use of films and projectors as the primary medium for educational/informational viewing purposes. As more schools and other users modernize their audiovisual capabilities, it would be expected that the use of video tapes would increase.



TABLE 11

PROBLEMS EXPERIENCED BY TEACHER USER GROUP  
RESPONDENTS WHEN BORROWING A FILM/VIDEO TAPE FROM PRIMARY  
AUDIOVISUAL SUPPLIER

Problem	Serious Problem	Moderate Problem	No Problem	Number of Respondents
The films/video tapes were not in satisfactory condition	8.6%	45.7%	45.7%	151
The return date for the film/video tape was too restrictive	6.8%	33.6%	59.6%	146
The requested film/video tape did not arrive in time for the planned showing	3.5%	28.0%	68.5%	143
The type of media was not compatible with available audiovisual equipment	2.9%	5.1%	92.0%	137
My reservation for the film/video tape was not honored	2.9%	19.3%	77.8%	140
No up-to-date catalog is available	3.6%	18.1%	78.3%	138
Films/video tapes are outdated	22.2%	46.5%	31.3%	144
Other	20.0%	60.0%	20.0%	10



Subject matters that were most interesting to the respondents included history (60.6 percent), science/technology (54.4 percent), natural resources (48.1 percent), and current events (46.2 percent). The choices of subject matter were relatively evenly distributed over most of the provided answer categories, ranging from 42 percent to 61 percent. Although entertainment was ranked as the least important subject, 31 percent of the respondents reported an interest in borrowing this type of film/video tape.

Table 12 presents the amounts that respondents would be willing to pay to rent a film/video tape. Similar to the other user group respondents, few survey participants in the teacher user group would be willing to spend over \$5.00 to borrow a film/video tape.

The comments that were provided at the end of the questionnaire revealed that there were some widely perceived problems with audiovisual services in Montana. The most commonly expressed perceptions relate to film quality, out-dated subject matter, and cost. Films are reported to be often too badly damaged, spliced, or worn out to be serviceable. In addition, the subject matter often is not consistent with current interest or lacks specific relevance, and consequently does not appeal to the audience or provide the expected educational results.

The cost to both rent and ship films/video tapes influences the decision of whether to use audiovisual services as well as the frequency of use. In general, many audiovisual users favored emphasis on increasing the availability of video tapes rather than films.





TABLE 12

PRICE THAT TEACHER USER GROUP RESPONDENTS WOULD  
BE WILLING TO PAY TO BORROW A FILM/VIDEO TAPE

---

Price	Percent of Respondents
Less than \$3.00	18.0%
\$3.00 to \$5.00	19.2%
\$5.01 to \$7.00	9.0%
\$7.01 to \$10.00	3.8%
More than \$10.00	0.6%
Mailing/insurance cost	12.8%
Cost not relevant	3.2%
Cannot afford to pay	13.5%
Multiple response	19.9%

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## 2. Nonuser Group

There were 105 nonusers who responded to the survey. Approximately 13 percent of these nonusers reported using audiovisual services in the past but being dissatisfied with the service. Although there was not general agreement as to reasons for past dissatisfaction, several of the reasons mentioned were out-dated films, damaged or non-serviceable materials, and problems with acquiring the desired films within the time needed.

Educators comprised 26.5 percent of the nonuser group (Table 13), followed by government employees (18.6 percent). Ten of the 26 respondents who listed their occupation as "other" specified that they were librarians.

Twenty-seven percent described the reason why they did not use audiovisual services was because they were not aware of such services, while 23.3 percent indicated that they did not have equipment available to use audiovisual materials (Table 14). When asked whether they planned to use audiovisual services in the future, 42.4 percent indicated that they would; however, few knew what specific audiovisual supplier that they would utilize. As with the user groups, subject matter relevant to their group was an important factor in selecting a primary audiovisual supplier.

Nonusers of audiovisual materials explained that they did not use films/video tapes because they are not relevant to their group's objectives and/or interests; they do not have the space or facilities for showing and viewing films; and they are unaware that audiovisual services are available from state agencies and libraries.



TABLE 13  
CURRENT EMPLOYMENT POSITION  
OF NONUSER GROUP RESPONDENTS

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<u>Employment Position</u>	<u>Percent of Respondents</u>
Government employee	18.6%
Interest group representative	3.9%
Educator	26.5%
Employed in the private sector	8.8%
Volunteer	9.8%
Firefighter	5.9%
Other	25.5%
Multiple response	1.0%

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TABLE 14  
REASONS WHY RESPONDENTS CURRENTLY  
DO NOT USE AUDIOVISUAL SERVICES

---

Reason	Percent of Respondents
I was not aware of such services	27.2%
Subject matter available not appropriate for my group	8.7%
Cost too high	14.6%
Equipment not available or compatible to use film/video tape	23.3%
I have used film/video tape services in the past and I am not satisfied with the service	6.8%
Other	12.6%
Multiple response	6.8%

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#### IV. CONCLUSIONS AND RECOMMENDATIONS

The following recommendations have been formulated based upon interpretations of the responses of both audiovisual users and nonusers. The economic feasibility of enacting these recommendations has not been considered in the analysis. A detailed economic study would be necessary to determine the most cost-effective means of improving audiovisual services in Montana.

There are eight audiovisual libraries funded by the State. These libraries operate independently of each other, with some offering specialized film/video tape subject titles (e.g., health, natural resources, aeronautics). Each library produces a catalog and maintains a reservation and check-out/return filing system. The basic difference, however, appears to be that some libraries charge a rental fee while others require only that the borrower pay postage/handling for the film/video tape return.

The primary purpose of this project was to determine through the survey results whether audiovisual users could be better served by consolidating all films and video tapes of the existing audiovisual libraries in one central location. Although this question was not directly posed to the respondents, it was thought that such an issue would be voluntarily addressed by the respondents if lack of consolidation were a problem. Only one survey participant, however, suggested the consolidation of audiovisual services.

Indirect questions were asked to determine whether consolidation was needed and desired by audiovisual users. The results of these questions, however, indicated that respondents were satisfied with audiovisual services being provided by various libraries/agencies. Specific overall problems included out-of-date films, films in poor condition, reservations not being



honored, films arriving later than requested, and cost of renting. These types of problems are budget-oriented and probably could not be resolved through consolidation.

Most of the audiovisual users throughout the state are teachers, many of whom rely upon film coordinators to obtain audiovisual materials from various libraries. Consolidation of audiovisual libraries into a central library would greatly assist film coordinators in ordering and receiving desired audiovisual materials in a timely manner. The OPI State Film Library would be a logical choice to provide the centralized services that would result from consolidation because:

- 1) It is already being extensively used by teachers, the largest audiovisual user group in the state.
- 2) It has the capabilities (i.e., computer cataloguing, space, and personnel) to accommodate increased materials and duties that would result from consolidation.
- 3) It is centrally located within the state.

Although consolidation of audiovisual services into the OPI Film Library would increase ease of access to audiovisual materials and enhance administrative efficiency, costs to audiovisual users must also be considered when evaluating consolidation. One of the primary concerns expressed by the majority of audiovisual users was that costs remain low or that audiovisual materials be borrowed at no charge. If consolidation of services into the OPI Film Library results in increased costs to the users, consequences of consolidation may be reduced overall library use and user dissatisfaction.

All libraries share the common goal of serving audiovisual users as effectively as possible. Relying strongly on the concept that service to the



user is the primary objective of an audiovisual supplier, the following recommendations are suggested.

1) Severely damaged and worn-out films/video tapes should be replaced on a regular basis.

2) An up-to-date, comprehensive catalog of audiovisual materials from all audiovisual libraries should be assembled in one catalog and made widely available. This catalog should contain an alphabetical listing of titles by subject matter, where film/video tape can be obtained, dates of film/video tape production, type of medium (i.e., film/video tape size and type), and rental agreement information (e.g., rental charge if applicable, loan period). This catalog should be updated on an annual basis.

3) If films/video tapes are purchased in quantity, a supplement to the catalog should be printed and made available to audiovisual users so that users can be aware of these new acquisitions before the annual catalog is assembled and made available.

4) Longer loan periods should be made available if the borrower wishes to present more than one showing. This measure would reduce mailing/shipping costs as well as overdue penalty charges.

5) An inventory of film/video tape usage should be made to determine what films/video tapes are being utilized the most. Extra copies of these films/video tapes should be procured to allow greater availability to the borrowers. Particularly popular or heavily used films should also be made available on video tape in addition to on film because of the increasing use of video tapes.

6) If rental costs are charged, they should be kept at a minimum to encourage usage of films/video tapes.



7) A low-cost marketing program should be initiated through public service announcements or other means to promote awareness and subsequent use of audiovisual library materials. A common remark among the nonusers and other user groups was the lack of knowledge of where and how to obtain audiovisual materials. In addition, a follow-up of this survey should include a written reply to survey respondents that requested additional information on audiovisual libraries.

There is, in general, a consensus among the users that they are satisfied with the services provided by their primary audiovisual supplier. To maintain and possibly increase this level of satisfaction, state audiovisual libraries should work together to avoid unnecessary duplication of audiovisual materials and to provide the current and potential audiovisual users with quality audiovisual services. A first important phase of this coordination between libraries would be implementation of the second recommendation in this report--to assemble a comprehensive catalog of inventories of audiovisual materials for all libraries.





APPENDIX A  
SURVEY PACKET







## APPENDIX B

### SUMMARY OF FREQUENCY DISTRIBUTIONS, OPEN-ENDED RESPONSES, AND MULTIPLE RESPONSES



"OTHER" USER GROUP





AUDIOVISUAL USER NEEDS ASSESSMENT  
"OTHER" USER GROUP FREQUENCY DISTRIBUTIONS

Q-1 Which of the following categories best describes your use of audiovisual library services?

- |   |            |
|---|------------|
| 1) COORDINATE THE DISTRIBUTION<br>OF FILMS/VIDEOTAPES         | 32(16.4%)  |
| 2) USE FILMS/VIDEOTAPES IN MY<br>PROFESSION OR AS A VOLUNTEER | 163(83.6%) |

Q-2 On an annual basis, how often do you borrow films or videotapes from each of the following audiovisual libraries?

	<u>Less than 10 Times/Year</u>	<u>More than 10 Times/Year</u>
1) OFFICE OF PUBLIC INSTRUCTION STATE FILM LIBRARY	101(84.9%)	18(15.1%)
2) MONTANA FIRE SERVICES TRAINING CENTER (GREAT FALLS)	92(75.4%)	30(24.6%)
3) UNIVERSITY OF MONTANA - INSTRUCTIONAL MATERIALS SERVICE (INCLUDING U.S. FOREST SERVICE AND MONTANA COMMITTEE FOR THE HUMANITIES)	104(92.9%)	8(7.1%)
4) MONTANA PUBLIC LIBRARY FILM SERVICE (BUTTE)	86(80.4%)	21(19.6%)
5) MONTANA DEPARTMENT OF HEALTH AND ENVIRONMENTAL SCIENCES	96(79.3%)	25(20.7%)
6) MONTANA DEPARTMENT OF FISH, WILDLIFE AND PARKS	95(95.0%)	5(5.0%)
7) MONTANA DEPARTMENT OF COMMERCE - AERONAUTICS DIVISION	85(94.4%)	5(5.6%)
8) TRIC (TRAINING RESOURCE AND AND INFORMATION CENTER)	81(90.0%)	9(10.0%)
9) SCHOOL DISTRICT MEDIA SERVICE	82(89.1%)	10(10.9%)
10) OTHER	15(44.1%)	19(55.9%)



Q-3      Using the list of audiovisual sources in Q-2, please indicate which audiovisual library that you would consider to be your primary audiovisual supplier.

1) Office of Public Instruction State Film Library	25(13.5%)
2) Montana Fire Services Training Center (Great Falls)	46(24.9%)
3) University of Montana - Instructional Materials Service (including U.S. Forest Service and Montana Committee for the Humanities)	14(7.6%)
4) Montana Public Library Film Service (Butte)	25(13.5%)
5) Montana Department of Health and Environmental Sciences	30(16.2%)
6) Montana Department of Fish, Wildlife and Parks	8(4.3%)
7) Montana Department of Commerce - Aeronautics Division	5(2.7%)
8) TRIC (Training Resource and Information Center)	8(4.3%)
9) School District Media Service	4(2.2%)
10) Karol & other free films	1(0.5%)
11) Modern Films	0(0.0%)
12) Federation Headquarters (Parmly Billings)	1(0.5%)
13) National Park Service (Denver)	1(0.5%)
14) Captioned Films for the Deaf	1(0.5%)
15) MSU	1(0.5%)
16) Billings Public Library	1(0.5%)
17) Modern Talking Picture Service	3(1.6%)
18) Kit Parlor Films	1(0.5%)
19) NASA	1(0.5%)
20) Local Continuing Education Service	1(0.5%)



Q-3(Continued)

21) Our Church Video Library	1(0.5%)
22) Alcoholic Anonymous	1(0.5%)
23) Montana Bankers Association	1(0.5%)
24) EMS Film Library	1(0.5%)
25) Wilson School in Bozeman	0(0.0%)
26) Butte High School Film Library	0(0.0%)
27) Own school library	0(0.0%)
28) American Cancer Society	1(0.5%)
29) Commercial distributors	1(0.5%)
30) ILL - through Library Federation	1(0.5%)
31) Missoula Public Library	1(0.5%)

Q-4 Where did you learn about your primary audiovisual supplier? (Check only one.)

1) COLLEAGUE/STUDENT	44(23.0%)
2) CATALOG	53(27.8%)
3) TELEPHONE DIRECTORY	1(0.5%)
4) TELEVISION	1(0.5%)
5) PROMOTIONAL LITERATURE	20(10.5%)
6) OTHER	59(30.9%)
9) MULTIPLE RESPONSE	13(6.8%)



Q-5 How important were each of the following factors in selecting a primary audiovisual supplier? (Check all that apply.)

	<u>Very Important</u>	<u>Important</u>	<u>Not Important</u>
1) CONVENIENCE	119(66.5%)	56(31.3%)	4(2.2%)
2) UP-TO-DATE FILMS/VIDEOTAPES	99(61.9%)	54(33.7%)	7(4.4%)
3) A LARGE SELECTION OF FILMS/VIDEOTAPES	93(54.7%)	71(41.8%)	6(3.5%)
4) NO RENTAL FEE	95(60.5%)	39(24.8%)	23(14.7%)
5) REASONABLE RENTAL FEE	72(52.2%)	55(39.8%)	11(8.0%)
6) TYPE OF FILM/VIDEOTAPE FORMAT COMPATIBLE WITH MY AUDIOVISUAL EQUIPMENT	90(58.1%)	55(35.5%)	10(6.4%)
7) UP-TO-DATE CATALOG	112(68.3%)	46(28.0%)	6(3.7%)
8) SUBJECT MATTER SPECIFIC TO MY NEEDS	154(85.1%)	26(14.4%)	1(0.5%)
9) OTHER	10(83.3%)	2(16.7%)	0(0.0%)

Q-6 What is your major purpose for showing films/videotapes?

	<u>Yes</u>	<u>No Response</u>
1) STAFF DEVELOPMENT	48(24.6%)	147(75.4%)
2) CLASSROOM INSTRUCTION	114(58.5%)	81(41.5%)
3) ENTERTAINMENT	35(17.9%)	160(82.1%)
4) ALL OF THE ABOVE	18(9.2%)	177(90.8%)
5) OTHER	32(16.4%)	163(83.6%)





Q-7 What type of audience most often views the films/videotapes that you show? (Check only one.)

1) PRE-SCHOOL CHILDREN	5(2.7%)
2) STUDENTS IN GRADES KINDERGARTEN THROUGH 8	19(10.2%)
3) STUDENTS IN GRADES 9 THROUGH 12	13(6.9%)
4) COLLEGE/TECHNICAL SCHOOL STUDENTS	6(3.2%)
5) COLLEAGUES/EMPLOYEES	15(8.0%)
6) INTEREST GROUPS	43(23.0%)
7) VOLUNTEERS	13(6.9%)
8) FIREFIGHTERS	35(18.7%)
9) MULTIPLE RESPONSE	38(20.3%)

Q-8 How important are the following factors in making a decision to select a particular film/videotape?

	<u>Very Important</u>	<u>Important</u>	<u>Not Important</u>
1) CURRENT SUBJECT MATTER	114(69.1%)	39(23.6%)	12(7.3%)
2) SUBJECT WAS DISCUSSED ON TELEVISION	2(1.5%)	17(13.2%)	110(85.3%)
3) RECOMMENDED BY COLLEAGUE/STUDENT	22(16.3%)	58(43.0%)	55(40.7%)
4) CURRICULUM-ORIENTED	81(55.1%)	39(26.5%)	27(18.4%)
5) REQUESTED BY POTENTIAL AUDIENCE	56(37.6%)	61(40.9%)	32(21.5%)
6) SUBJECT OF PARTICULAR INTEREST TO MY GROUP	148(82.7%)	27(15.1%)	4(2.2%)
7) OTHER	7(77.8%)	2(22.2%)	0(0.0%)

Q-9 Is there a catalog available to you from your primary audiovisual supplier?

1) YES	176(91.2%)
2) NO -- Skip to Q-11	17(8.8%)



Q-10 Which of the following statements describe the catalog that is provided to you by your primary audiovisual supplier? (Check all that apply.)

	<u>Yes</u>	<u>No Response</u>
1) EASY-TO-USE	152(85.4%)	26(14.6%)
2) COMPREHENSIVE	107(60.1%)	71(39.9%)
3) UP-TO-DATE	101(56.7%)	77(43.3%)
4) CATALOG SUPPLEMENTS MAILED REGULARLY	47(26.4%)	131(73.6%)
5) HELPFUL SUBJECT INDEX	97(54.5%)	81(45.5%)
6) CATALOG COST IS REASONABLE	26(14.6%)	152(85.4%)
7) CATALOG COST IS TOO HIGH	0(0.0%)	178(100.0%)
8) NO CHARGE FOR CATALOG	140(78.7%)	38(21.3%)

Q-11 How would you rate your overall satisfaction with your primary audiovisual supplier?

1) VERY SATISFIED	104(54.2%)
2) SOMEWHAT SATISFIED	37(19.3%)
3) SATISFIED	43(22.4%)
4) SOMEWHAT DISSATISFIED	7(3.6%)
5) VERY DISSATISFIED	1(0.5%)



Q-12 Please indicate whether each of the following has presented a serious problem, moderate problem, or no problem at all for you when borrowing a film/videotape from your primary audiovisual supplier.

	<u>Serious Problem</u>	<u>Moderate Problem</u>	<u>No Problem At All</u>
1) THE FILMS/VIDEOTAPES WERE NOT IN SATISFACTORY CONDITION	6(3.3%)	55(30.6%)	119(66.1%)
2) THE RETURN DATE FOR THE FILM/VIDEOTAPE WAS TOO RESTRICTIVE	8(4.4%)	41(22.7%)	132(72.9%)
3) THE REQUESTED FILM/VIDEOTAPE DID NOT ARRIVE IN TIME FOR THE PLANNED SHOWING	7(3.9%)	44(24.4%)	129(71.7%)
4) THE TYPE OF MEDIA WAS NOT COMPATIBLE WITH AVAILABLE AUDIOVISUAL EQUIPMENT	8(4.7%)	22(12.9%)	141(82.4%)
5) MY RESERVATION FOR THE FILM/VIDEOTAPE WAS NOT HONORED	2(1.2%)	15(8.8%)	153(90.0%)
6) NO UP-TO-DATE CATALOG IS AVAILABLE	13(7.6%)	36(21.1%)	122(71.3%)
7) FILMS/VIDEOTAPES ARE OUTDATED	24(13.9%)	72(41.9%)	76(44.2%)
8) OTHER	7(63.6%)	4(36.4%)	0(0.0%)

Q-13 Please indicate what type of film/videotape format that would be most compatible with your current audiovisual equipment. (Choose only 3 answers, ranking them as 1=most compatible, 2=compatible, and 3=least compatible.)

	<u>Yes</u>	<u>No Response</u>
1) 16mm FILM	159(81.5%)	36(18.5%)
2) 35mm FILMSTRIP	45(23.1%)	150(76.9%)
3) 35mm SLIDES	89(45.6%)	106(54.4%)
4) VIDEOTAPE - 1/2 INCH VHS	146(74.9%)	49(25.1%)
5) VIDEOTAPE - 1/2 INCH BETA	24(12.3%)	171(87.7%)
6) VIDEOTAPE - 3/4 INCH U-MATIC	25(12.8%)	170(87.2%)



Q-14 What film/videotape subject matters are you most interested in borrowing? (Check all that apply.)

	<u>Yes</u>	<u>No Response</u>
1) CURRENT EVENTS	36(18.5%)	159(81.5%)
2) HEALTH	94(48.2%)	101(51.8%)
3) SOCIAL PROBLEMS	46(23.6%)	149(76.4%)
4) NATURAL RESOURCES	58(29.7%)	137(70.3%)
5) HISTORY	48(24.7%)	146(75.3%)
6) SCIENCE/TECHNOLOGY	71(36.4%)	124(63.6%)
7) ENTERTAINMENT	48(24.6%)	147(75.4%)
8) OTHER	71(36.4%)	124(63.6%)

Q-15 How much would you be willing to pay to borrow a film/videotape?

1) LESS THAN \$3.00	31(16.3%)
2) \$3.00 TO \$5.00	35(18.4%)
3) \$5.01 TO \$7.00	5(2.6%)
4) \$7.01 TO \$10.00	7(3.7%)
5) MORE THAN \$10.00	1(0.5%)
6) MAILING/INSURANCE COST	36(19.0%)
7) COST NOT RELEVANT	8(4.2%)
8) CANNOT AFFORD TO PAY	22(11.6%)
9) MULTIPLE RESPONSE	45(23.7%)





Q-16      Which one of the following categories best describes your current employment position?

1) GOVERNMENT EMPLOYEE	37(19.0%)
2) INTEREST GROUP REPRESENTATIVE	3(1.5%)
3) EDUCATOR	46(23.6%)
4) EMPLOYED IN THE PRIVATE SECTOR	13(6.7%)
5) VOLUNTEER	12(6.1%)
6) FIREFIGHTER	43(22.1%)
7) OTHER	25(12.8%)
9) MULTIPLE RESPONSE	16(8.2%)



MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - OPEN-ENDED RESPONSES  
"OTHER" SURVEY PARTICIPANTS

Q-2 ON AN ANNUAL BASIS, HOW OFTEN DO YOU BORROW FILMS OR VIDEOTAPES FROM  
EACH OF THE FOLLOWING LIBRARIES?

<u>Response</u>	<u>Number of Times Recorded</u>
Federation Headquarters (Parmly Billings)	1
Parmly Billings Library	1
NASA	3
National Park Service-Denver	1
Captioned Films for the Deaf	1
MSU	1
Billings Public Library	1
Modern Talking Picture Service	5
We have rented film for fund raiser	1
Locally derived training aids. Have no catalogs or listing from other above sources. Source 1-State Film Library might have some usable material for fire training.	1
Local fire department	1
Tape own material. Use private companies and sources.	1
NASA, MTPS	1
Local continuing education program run by a health care service. Local library	1
ADAD-Department of Institutions-films on chemical dependency	1
Our church video library, out-of-state video libraries, personal slide collections on history topics	1
Alcoholics Anonymous	1



## Q-2 (Continued)

<u>Response</u>	<u>Number of Times Recorded</u>
Montana Bankers Association	1
EMS	1
Was unaware of these sources	1
Denver Service Center, BLM/B.I.F.C., Boise, ID	1
Flathead Forest Library	1
County Extension	1
American Cancer Society	1
Commercial distributors	1
ILL	1
Safeco Insurance Co., Red Cross	1
Industry Council	1
Missoula Public Library	1
IHS, Film companies	1



Q-3 USING THE LIST OF AUDIOVISUAL SOURCES IN Q-2, PLEASE INDICATE WHICH AUDIOVISUAL LIBRARY THAT YOU WOULD CONSIDER TO BE YOUR PRIMARY AUDIOVISUAL SUPPLIER.

<u>Source</u>	<u>Code</u>
Office of Public Instruction State Film Library	1
Montana Fire Services Training Center (Great Falls)	2
University of Montana - Instructional Materials Service (including U.S. Forest Service and Montana Committee for the Humanities)	3
Montana Public Library Film Service (Butte)	4
Montana Department of Health and Environmental Sciences	5
Montana Department of Fish, Wildlife and Parks	6
Montana Department of Commerce - Aeronautics Division	7
TRIC (Training Resource and Information Center)	8
School District Media Service	9
Free Sources	10
Modern Films	11
Karol & other free films	10
Federation Headquarters (Parmlly Billings)	12
National Park Service (Denver)	13
Captioned Films for the Deaf	14
MSU	15
Billings Public Library	16
Modern Talking Picture Service	17
Kit Parlor Films	18





## Q-3 (Continued)

<u>Source</u>	<u>Code</u>
NASA	19
Local Continuing Education Service	20
Our Church Video Library	21
Alcoholic Anonymous	22
Montana Bankers Association	23
EMS Film Library	24
Wilson School in Bozeman	25
Butte High School Film Library	26
Own school library	27
American Cancer Society	28
Commercial distributors	29
ILL - through Library Federation	30
Missoula Public Library	31



Q-4 WHERE DID YOU LEARN ABOUT YOUR PRIMARY AUDIOVISUAL SUPPLIER?

<u>Response</u>	<u>Number of Times Recorded</u>
Path. Federation	1
Federation Headquarters (Parmly Billings)	1
Library-Fallon County	1
Department of Institutions (ADAD)	2
Library	5
Fire Service	2
Montana Fire Services Training Center	3
Health Department	1
Public Library	2
Training seminar	3
Working with fire department	1
Conduct other business with them	1
I'm the media person	1
MLA	1
Library News	1
Montana State Library	2
Job related	6
Direct contact	3
Fire Fighter Certification	1
Broadwater Fire Chief	1
I've used them for 20 years-don't remember where I heard of it	1
Fire conventions	1
By letter I think. It has been available for some time	1
NASA workshop	1



## Q-4 (Continued)

<u>Response</u>	<u>Number of Times Recorded</u>
Inservice lib.	1
Word of mouth	2
Member of our organization worked in film industry-had contacts	1
Information from State Volunteer Department	1
Department of Emergency Services	1
Activity Director Consultant	1
Through government state office, Billings, MT B.L.M.	1
U.S.B.R. Safety Dept. Billings, MT	1
EMT training	1
State Rehab Office	1
L & C County Health Department	1
Alcoholics Anonymous	1
Other practitioners	1
Through work and hunter safety	1
Ad that came to school	1
Professional peers	1
Jens Bolstad	1



Q-5 HOW IMPORTANT WERE EACH OF THE FOLLOWING FACTORS IN SELECTING A PRIMARY AUDIOVISUAL SUPPLIER?

<u>Response</u>	<u>Number of Times Recorded</u>
Good repair of film/tapes	1
Scheduling may be done in less than 30 days	1
1 week rental period	1
Reliable service	1
Short amount of shipping time	1
Availability	1
Can get quickly and easy to send back	1
Rural Fire Department	1
Necessary for Fire Dept. training program	1
Variety is wide	1
Ignorant of others-publicity re: that one	1





Q-6 WHAT IS YOUR MAJOR PURPOSE FOR SHOWING FILMS/VIDEOTAPES?

<u>Response</u>	<u>Number of Times Recorded</u>
Story hour	1
Patron request	6
Adult education	1
Education	1
Fire training	3
Public safety training	1
Films for preview schedule for us	1
Emergency medical instruction	1
Individual instruction	3
Counseling-School presentations	1
Certification	1
Safety meetings	1
Fund raiser	1
Use in nursing home for activities	1
Patient education	1
Volunteer development	1
Education re alcoholism	1
Informational programs	1
Parent education and training	1
Safety and fire training - Gov. employees	1
Stress, safety and accident prevention, fire suppression	1
Interest topics for our group	1
Ct school and prevention/education of public	1



Q-8 HOW IMPORTANT ARE THE FOLLOWING FACTORS IN MAKING A DECISION TO SELECT A PARTICULAR FILM/VIDEOTAPE?

<u>Response</u>	<u>Number of Times Recorded</u>
Public library responding to users needs	1
We rented old movies	1
Topic good for staff dev.	1
Good entertainment	1
Acceptable in rural school & Hutteritte school	1
ACT requirement	1
Accuracy	1
Ties in/extends ideas thought	1
Lodges-organizations	1



Q-12 PLEASE INDICATE WHETHER EACH OF THE FOLLOWING HAS PRESENTED A SERIOUS PROBLEM, MODERATE PROBLEM, OR NO PROBLEM AT ALL FOR YOU WHEN BORROWING A FILM/VIDEOTAPE FROM YOUR PRIMARY AUDIOVISUAL SUPPLIER.

<u>Response</u>	<u>Number of Times Recorded</u>
Content/presentation poor-I refused to show to my audience	1
Film library folks were not helpful on the phone. Snotty at times	1
Tape I want is often out	1
Type of order blanks provided-ease of access	1
Some tapes are not completed in a form which give the most visual examples of what is being discussed	1
Occasionally 35mm slides have not matched audio cassette VHS videotapes are good if they deal directly with firefighting activities. Long interview type tapes aren't so hot, need more good VHS tapes. Most 16mm films are growing old. Videotapes are better than 16mm or 35mm slide/audiocassettes.	1
It is difficult to get the film I want at the time I'd like to show it because of the great demand. Popular film should have more than one copy.	1
Incomplete library	1
Library at fire school should be expanded so that more and more comprehensive material would be available	1
Had no problem	1



Q-14 WHAT FILM/VIDEOTAPE SUBJECT MATTERS ARE YOU MOST INTERESTED IN BORROWING?

<u>Response</u>	<u>Number of Times Recorded</u>
Emergency care	2
Safety	2
Travel or scenic movies	
Alcohol, drugs, family problem solving	3
Chemical dependency-family-children- chemically dependent individuals	1
Fire Training	22
Fire practice and public relations	1
Medical/fire related	1
Firefighting	7
Modern firefighting techniques	1
Classical literature	1
We borrow for patrons to use for children's instruction and entertainment	2
EMS medical	1
Aviation oriented	2
Whatever patrons want	1
Staff education	1
Special education	2
CPR/first aid/fire science	1
Developmental disabilities	3
Art-dance, humanities art or cultural history	1
Human resource development, management, organizational development	1
Staff development, management	1





## Q-14 (Continued)

<u>Response</u>	<u>Number of Times Recorded</u>
Fire service/management/staff development	1
Travel-states in US and other countries	1
Arson-fire suppression-prevention	1
Pregnancy-childbirth	1
Any films dealing with mental illness- drug dependency	1
Education, training	2
Handicapped	1
How to	1
Vocational/occupational data	1
Hunter safety, firefighting	1
Fire training and public safety and planning	1
Sports	1
Videos of workshops in my career area	1



Q-16 WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR CURRENT  
EMPLOYMENT POSITION?

<u>Response</u>	<u>Number of Times Recorded</u>
Librarian	7
Public Librarian	3
Community education	1
Activity Director-Nursing Home	2
Professional-Registered Dietician employed by government, Tribe, and private	1
Outpatient chemical dependency program	1
YWCA Program Trainer of Developmentally Disabled	1
Public Health Nurse	1
Family Planning Director	1
Non-profit	1
Self employed educator	1
Senior citizen secretary	1
Registered Nurse, independent childbirth educator	1
School and public health Nurse	1
Hunter safety instructor	1
Drug, Alcohol & Mental Health Counselor	1
Public/private museum	1
County employee	1
Volunteer EMS	1



Q-21 WHY HAVE YOU BEEN DISSATISFIED WITH FILM/VIDEOTAPE SERVICES IN THE PAST?

Response

We have a VHS 1/2 tape player and have been unable to get all the educational videos we need. Our 16mm projector is shot and we can't afford to replace it. We need more video tapes at our disposal.

Out dated films. Wrong format. Need VHS 1/2".

Only due to a shortage in some areas. I suggest that the Fire Service Training Center should be funded to a greater extent to provide for more training aids.

Only one had a bad sound track. A couple were very outdated.

Only dissatisfied when films or slides are in rough shape.

Some of the films were not in really good shape.

Some films are in bad repair. Have to order so far ahead in order to get selections we need.

We haven't used videotape-we don't have equipment to use.

Outdated material.

Film not able to be used at time needed. Maybe films could be updated with the times and larger selection.

There is a gap in finding just what you need for a patron.

I do not have an up to date list of current films and videos available for use in the treatment-education of chemically dependent people, family members, or for educational purposes.

Could be more to the point. Would like more sessions by our State Fire Training personnel and less big city tactics.

Wrong tape sent. Delays in filling orders. Poor tape quality. Poor programs-filled with ads, shallow content. One excellent tape apparently lost.

TRIC needs more \$ to expand film library and update.

We're not overjoyed with the annual fee starting in July 1986-however MFSTC is still the best source for our needs, they are short on personnel to review condition of some AV's. Catalog is generally good however sometimes a better description of content and running time would be helpful. Forget 16mm movies. Concentrate on good action VHS videotapes.



Q-21 (Continued)

1) Lack of catalogs being sent out. 2) Poor promotion of outstanding films. 3) "Film Services" in the past have done little to make me aware of all their services.

Few VHS available--mostly films--would like more VHS.

Reservation process conflicts with training. Time scheduling. Not enough available subject matter because of reservations.

I have had some difficulty in getting up to date material in regard to alcohol and drug education.

Not enough materials available on 1/2" VHS videocassette.

Not up to date in some cases.

I am unable to find out when a particular film I want is available. I can order only 2 dates needed at a time and this necessitates my ordering many times and still not be able to get the film I want. It would be helpful if I could be assured of the film I want for a 3 month tracking period so I can make a schedule to give teachers. Many of the films are outdated. My rural school boards refuse to let me show explicit sex films--so I would like films on social behavior for all grades. Things such as good manners, good grooming, be kind to yourself and friends. If there are films of this nature, I have not found them in 3 years of teaching.

Our school has a very limited budget for A-V materials and the OPI film library has gotten to be too expensive. I'm not dissatisfied, they are just too expensive.

I have not been dissatisfied. Marlene Kennedy at TRIC has been most helpful--no problems. State Health films could be up-dated but they are otherwise good. OPI--have only used two films from them--one was so out of date I returned it and did not use it.

Quality and up-to-date films! Didn't have a VCR at the time. Have seen an up to date catalog.

We were well satisfied with the Fire Services Training Center. The Montana Highway Patrol film/training library when we had access to it. Unfamiliar with other sources listed under Q2.

Some are very old and have had lots of use. We need more pertaining to small volunteer fire dept. training subjects, not highrise buildings and apartment buildings.

Not always available in VHS 1/2". Not current to psychiatric setting. Cost.

Some companies charge exorbitant price for use.

The only problems I have had are the arrival times don't always come near the requested times, and on 16mm films the poor condition of the films.





Q-21 (Continued)

Mt. Library films have been difficult to obtain, inferior quality, and costly.

It is hard to get film the date wanted due to amount of films available.

Dissatisfaction usually is from outdated material or poor condition of tape or film.

The only problem we have had is obtaining a date for film we wanted.

Films in disrepair-not enough films to go around. Generally, however, those folks do great work, especially tolerating my less than prompt return. God bless 'em.

State films: worn out/patched/a wreck-expensive (OPI).

Not up to date.

I have not been dissatisfied.

We have been satisfied, but could use additional material if it was available.

I only wish there were more up-to-date films/videocassettes relevant to my subject area.

You never had the film we wanted for the date needed.

The films provided for the EMS have been outdated. The slides are good and seem to be kept updated.

Received the wrong film on date requested. Films on prenatal and baby care outdated. Would like to see new films--Saturday's Children, Labor with Love, etc.

Only this is one of the Brady Series Slides we got from Helena did not have cassettes with the slides. They had a manual to read from as the slides progressed. This did not fit our class situation very well. One of the Emergency OB films we used was really outdated.

Length of mailing time. Film in use and not available.

The unavailability of aircraft "Crash, Fire, Rescue" films, and the out of date that some of the fire films are.



YOUR CONTRIBUTION TO THIS SURVEY EFFORT IS GREATLY APPRECIATED. IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT BORROWING FILMS, FILMSTRIPS, OR VIDEOTAPES?

Would like more information on out of state films, etc. on fire fighting, mostly on "Crash, Fire, Rescue", as there is little in the State of Montana on this subject.

Many tapes (VHS) are available to buy, but money is not available nor the desire to own most of the tapes. So rental is the only way to satisfy my needs.

I believe the Fire Training Services in Gt. Falls is now charging a substantial fee for using any of their films, etc. We do not have a way to pay for this unless our Fire Department would agree to pay. Our Quick Response Unit has no way of generating those types of funds to pay for that service. We're all volunteers and it makes it difficult to raise the funds.

Have ordered films (16mm) in past--do not have a film projector or VCR--did not know until just recently that videotapes were available.

I was not aware of all of the film libraries available for our use. It would be appreciated if a listing from each was made available to all course coordinators.

This appears to be a fair survey, but I do have one comment. There is no such word as "videotape." They are two separate words, i.e., video tape.

Should include copy right date of film in the catalog so one knows if the film is new or old.

As volunteer firemen we need all the help we can get of fighting all types of fires and on safety and types of breathing apparatus and how they help the fire fighter.

Free use is very important because the cost of processing a purchase order will exceed value of films.

Send more info on the state sources of free films. Make the catalogs reflect current titles only. (Exception-State Aeronautical Division)

Our library is quite small. Have only a few patrons that borrow these services. We have gone through interlibrary loans to borrow these. We usually use the WLN Resource Directory for locations to be borrowed from.

Please promptly repair films, they degenerate fast. Please augment library w/more and updated material. w/money shortage if this is impossible ignore the above and know you do good work. Thanks.



To help you cut down your mailing lists I will tell you that both these addresses are for the same organization:

Utica Museum  
Utica, MT 59452

and

Utica Historical Society  
Utica, MT 59452

The Historical Society operates the museum. I would like the addresses for the Office of Public Instruction State Film Library and Montana Public Library Film Service in Butte. Thank you.

We use the FSTS library very often. Probably 30 times per year. They are very helpful in providing selection on time for our needs.

Would like to see a list of sources for films and videotapes made available.

We would appreciate receiving the newest catalogs that list films available at minimum to no cost.

Our district has recently purchased a video cassette recorder. Since our film order was for our old film projector and it wasn't working too well, I reordered videos from OPI State Film Library within a week I had a confirmed schedule and a video to show. I was very pleased with the quick service.

I did not know about any of the sources except Mont. Fire Services Training Center Gt. Fls. We use to rent/borrow films from Mt. Highway Patrol Helena--but those services are not longer available to us. We would be interested in any of the following: safety, firefighting, hazardous materials, handling etc., water quality, hydroelectric generation etc., defensive driving, equip operation haulage equip, mobile cranes.

Listing of what is available through your organization.

The Butte Library has been very nice about serving us. We get films etc. from other sources and we own a few filmstrips, slides, tapes, and films.

I hope more materials will be available on 1/2" VHS videocassette.

I would use the Montana Public Library Film service if an order form was available, instructions on how to order films and if an invoice or statement was sent with the films.

I would like to be notified of available outlets to rent audiovisual materials. Needed is a listing of catalogs, addresses, and phone numbers.



I really appreciate the promptness of the films being to me and they have been in good condition. I have a few residents that really enjoy the movies--the others I want to try to stimulate them with the calms, noise, smell of popcorn served along with the movies. I appreciate the films. We can't use the videos as we don't have a big screen T.V. to show it on and the people are losing their eyesight and aren't able to see the videos.

Please think about transcribing 16mm films to a VCR format. We need more films about alcohol and drugs for the small service provider.

Catalogs would be helpful if they included the date the film was produced--it would help us decide if it is out-of-date or not. Currently we are able to afford the \$3-\$5 rental fee, but it's doubtful we'll be able to use this service in the future because of the cost.

Although there are other free use sources, your lib. seems to best fit educational needs--a great service would be more video tapes with abilities of the schools to copy for their own use.

I think Butte/Silver Bow Library is doing an excellent job.

Because the cost of traveling to seminars is prohibitive to our group, videos on topics such as grants writing etc. would be valuable.

Almost always, the films I request are available; however, requesting these latest items, (more than a month in advance) 2 out of the 4 were already spoken for.

Many of these questions are not answered because at this time I only order for other patrons. However, we are looking into future usage of tapes with possible purchase of equipment through our Kellogg grant.

Maybe in the future our would be used more. Demand is low now.

I've never really understood why the Public Lib. Cat. in Butte wasn't combined with OPI's. The Butte collection is dated and anemic; having better access to OPI's would be a very good thing for our (pub lib) patrons. We mostly loan VHS and Beta VCR tapes, have about 110 titles and growing. This questionnaire was not designed to facilitate pub. lib. input. Questions slanted towards enduser. We are not an enduser, yet we are potentially a very large AV user if there were "??????? to browse."

I have had problems in trying to get anything visual on music, I have tried to find a suitable video or movie on telephone etiquette. Anything ordered from a regular source says nothing available or reference.

A more up to date and greater selection of health films would be helpful. My concern is training ambulance personnel.

Occasionally an unplanned need for a film arises. I have called the library and gotten the impression--"we wouldn't send you the film even if it isn't booked because you didn't order early--probably an attitude or staffing problem.





We have not used any of the libraries you mentioned in your questionnaire because we haven't seen any of the catalogs.

Firefighting training for a small vol. dept. is not easy. Difficult to create good training aids that apply to local conditions, MFSTC in Great Falls has been quite helpful to us. Our training program is less than 3 years old. We rely heavily on their support, their efforts in videotape area is good, but needs expansion to replace older training aids, funding to acquire some of the better new tapes seems necessary. Firefighting is an area that requires experienced well trained people to select, review, and circulate the training aids. Of course training aids is only one area that we rely on the Fire Services Training School for. Regional training schools, lesson plans, and testing are important to us.

Lesman Studio is a new multi-arts corp. in Mont. Currently I (as founder and director) instruct dance and visual art workshops in several Billings locations. I envision using video aids for my instruction a great deal in the future as the studio is initiator of more programs. Some of my answers are relative to 'future' and anticipated use. Currently I am supplying my own video tapes and slides for instruction aids. The Billings Public Library does not loan out tapes and commercial tapes are inadequate or often unsuitable. I would appreciate a catalog of U. of Mont. tapes available. Once I have one, I would be better able to answer these questions. Mana Lesman

Staff very helpful accommodating. Updated films for prepared childbirth would be greatly appreciated.

Due to the number of safety meetings we have on site, it is very difficult to show one film to all groups in such a short loan period. I often encounter problems because some of the meetings are able to see the films but the films are due back before the rest of the groups are able to view them. Consequently, I have many requests to hold the film over. I would strongly suggest a longer loan period for groups who may need the film longer. Another problem I have had recently is receiving films that have a return date that has already passed. Last month I received a film on Jan. 6 and the return date was Dec. 31, 1986. This has happened on 2 occasions in the past couple of months.

We have just recently acquired a VHS/VCR machine so are just exploring resources. Are presently using monies acquired from a local source. We've been very pleased in the past with both U. of M. Instructional Materials Center and the State Library in Butte.

The only AV source I am aware of in the state is OPI. I use their films a great deal and am grateful for them. Would like to know about other sources, for example, FW & Pks.

Centralize services in state. Make catalogs available. Simplify book-keeping through coupon system, quarterly billing, or deposit system.

Big Horn County Library is a heavy user of 16mm films. Some titles have been shown dozens of times. Repeated showings of suitable material is a special problem for our senior citizens. We would like to have a bigger selection



MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - MULTIPLE RESPONSES  
"OTHER" SURVEY PARTICIPANTS

Q-4 Where did you learn about your primary audiovisual supplier?

<u>Response</u>	<u>2 &amp; 6</u>	<u>2 &amp; 5</u>	<u>1 &amp; 6</u>	<u>1 &amp; 2</u>	<u>1 &amp; 5</u>	<u>2 &amp; 3</u>	<u>1, 2 &amp; 3</u>
<u>Number of Times</u>	4	3	1	3	1	2	1

Q-7 What type of audience most often views the films/videotapes that you show?

<u>Response</u>	<u>5 &amp; 7</u>	<u>2 &amp; 6</u>	<u>2 &amp; 3</u>	<u>5, 6, &amp; 7</u>	<u>5 &amp; 8</u>	<u>6 &amp; 7</u>	<u>4 &amp; 5</u>	<u>1 &amp; 5</u>
<u>Number of Times</u>	1	4	3	1	2	1	1	1

<u>Response</u>	<u>5 &amp; 6</u>	<u>1 &amp; 2</u>	<u>2, 5, &amp; 6</u>	<u>2 &amp; 8</u>	<u>3 &amp; 6</u>	<u>1, 2, 4, 5 &amp; 6</u>	<u>1 &amp; 6</u>
<u>Number of Times</u>	4	1	2	1	2	1	1

<u>Response</u>	<u>1, 2, 3 &amp; 6</u>	<u>4, 5 &amp; 6</u>	<u>5, 6, 7 &amp; 8</u>	<u>3, 5 &amp; 6</u>	<u>2, 3, 5 &amp; 8</u>	<u>2 &amp; 4</u>
<u>Number of Times</u>	1	1	1	1	1	1

<u>Response</u>	<u>2 &amp; 5</u>	<u>4, 5, 6 &amp; 7</u>	<u>1, 2, 3, 6 &amp; 7</u>
<u>Number of Times</u>	2	1	1

Q-15 How much would you be willing to pay to borrow a film/videotape?

<u>Response</u>	<u>3 &amp; 6</u>	<u>1, 6, &amp; 8</u>	<u>1, 2, 6, &amp; 8</u>	<u>2 &amp; 6</u>	<u>1 &amp; 8</u>	<u>1 &amp; 6</u>	<u>2 &amp; 6</u>
<u>Number of Times</u>	1	1	1	2	6	14	10

<u>Response</u>	<u>1, 6 &amp; 8</u>	<u>6 &amp; 8</u>	<u>1 &amp; 2</u>	<u>4 &amp; 6</u>	<u>2, 6 &amp; 8</u>	<u>5 &amp; 6</u>	<u>2 &amp; 8</u>
<u>Number of Times</u>	2	2	1	4	1	1	1

<u>Response</u>	<u>2, 6 &amp; 7</u>
<u>Number of Times</u>	1

Q-16 Which one of the following categories best describes your current employment position?

<u>Response</u>	<u>1 &amp; 3</u>	<u>3 &amp; 4</u>	<u>1 &amp; 4</u>	<u>1 &amp; 2</u>	<u>4 &amp; 6</u>	<u>1 &amp; 7</u>	<u>2 &amp; 5</u>	<u>4 &amp; 5</u>
<u>Number of Times</u>	5	4	2	1	2	1	1	1



TEACHER USER GROUP



AUDIOVISUAL USER NEEDS ASSESSMENT  
TEACHER USER GROUP FREQUENCY DISTRIBUTIONS

Q-1 Which of the following categories best describes your use of audiovisual library services?

- |   |            |
|---|------------|
| 1) COORDINATE THE DISTRIBUTION<br>OF FILMS/VIDEOTAPES         | 40(25.0%)  |
| 2) USE FILMS/VIDEOTAPES IN MY<br>PROFESSION OR AS A VOLUNTEER | 120(75.0%) |

Q-2 On an annual basis, how often do you borrow films or videotapes from each of the following audiovisual libraries?

	<u>Less than 10 Times/Year</u>	<u>More than 10 Times/Year</u>
1) OFFICE OF PUBLIC INSTRUCTION STATE FILM LIBRARY	78(52.7%)	70(47.3%)
2) MONTANA FIRE SERVICES TRAINING CENTER (GREAT FALLS)	99(100.0%)	0(0.0%)
3) UNIVERSITY OF MONTANA - INSTRUCTIONAL MATERIALS SERVICE (INCLUDING U.S. FOREST SERVICE AND MONTANA COMMITTEE FOR THE HUMANITIES)	96(86.5%)	15(13.5%)
4) MONTANA PUBLIC LIBRARY FILM SERVICE (BUTTE)	99(98.0%)	2(2.0%)
5) MONTANA DEPARTMENT OF HEALTH AND ENVIRONMENTAL SCIENCES	96(97.0%)	3(3.0%)
6) MONTANA DEPARTMENT OF FISH, WILDLIFE AND PARKS	107(90.7%)	11(9.3%)
7) MONTANA DEPARTMENT OF COMMERCE - AERONAUTICS DIVISION	99(100.0%)	0(0.0%)
8) TRIC (TRAINING RESOURCE AND AND INFORMATION CENTER)	93(100.0%)	0(0.0%)
9) SCHOOL DISTRICT MEDIA SERVICE	77(70.0%)	33(30.0%)
10) OTHER	22(48.9%)	23(51.1%)





Q-3      Using the list of audiovisual sources in Q-2, please indicate which audiovisual library that you would consider to be your primary audiovisual supplier.

1) Office of Public Instruction State Film Library	82(60.3%)
2) Montana Fire Services Training Center (Great Falls)	0(0.0%)
3) University of Montana - Instructional Materials Service (including U.S. Forest Service and Montana Committee for the Humanities)	6(4.4%)
4) Montana Public Library Film Service (Butte)	1(0.7%)
5) Montana Department of Health and Environmental Sciences	0(0.0%)
6) Montana Department of Fish, Wildlife and Parks	7(5.2%)
7) Montana Department of Commerce - Aeronautics Division	0(0.0%)
8) TRIC (Training Resource and Information Center)	0(0.0%)
9) School District Media Service	27(19.9%)
10) Karol & other free films	4(2.9%)
11) Modern Films	1(0.7%)
12) Federation Headquarters (Parmly Billings)	1(0.7%)
13) National Park Service (Denver)	0(0.0%)
14) Captioned Films for the Deaf	0(0.0%)
15) MSU	0(0.0%)
16) Billings Public Library	0(0.0%)
17) Modern Talking Picture Service	4(2.9%)
18) Kit Parlor Films	0(0.0%)
19) NASA	0(0.0%)
20) Local Continuing Education Service	0(0.0%)



Q-3 (Continued)

21) Our Church Video Library	0(0.0%)
22) Alcoholic Anonymous	0(0.0%)
23) Montana Bankers Association	0(0.0%)
24) EMS Film Library	0(0.0%)
25) Wilson School in Bozeman	1(0.7%)
26) Butte High School Film Library	1(0.7%)
27) Own school library	1(0.7%)
28) American Cancer Society	0(0.0%)
29) Commercial distributors	0(0.0%)
30) ILL - through Library Federation	0(0.0%)
31) Missoula Public Library	0(0.0%)

Q-4 Where did you learn about your primary audiovisual supplier? (Check only one.)

1) COLLEAGUE/STUDENT	37(23.9%)
2) CATALOG	64(41.3%)
3) TELEPHONE DIRECTORY	0(0.0%)
4) TELEVISION	0(0.0%)
5) PROMOTIONAL LITERATURE	14(9.0%)
6) OTHER	26(16.8%)
9) MULTIPLE RESPONSE	14(9.0%)



Q-5 How important were each of the following factors in selecting a primary audiovisual supplier? (Check all that apply.)

	<u>Very Important</u>	<u>Important</u>	<u>Not Important</u>
1) CONVENIENCE	110(73.3%)	37(24.7%)	3(2.0%)
2) UP-TO-DATE FILMS/VIDEOTAPES	90(63.4%)	50(35.2%)	2(1.4%)
3) A LARGE SELECTION OF FILMS/VIDEOTAPES	77(56.6%)	54(39.7%)	5(3.7%)
4) NO RENTAL FEE	78(58.7%)	39(29.3%)	16(12.0%)
5) REASONABLE RENTAL FEE	59(50.0%)	50(42.4%)	9(7.6%)
6) TYPE OF FILM/VIDEOTAPE FORMAT COMPATIBLE WITH MY AUDIOVISUAL EQUIPMENT	70(55.6%)	47(37.3%)	9(7.1%)
7) UP-TO-DATE CATALOG	78(58.2%)	54(40.3%)	2(1.5%)
8) SUBJECT MATTER SPECIFIC TO MY NEEDS	120(81.1%)	27(18.2%)	1(0.7%)
9) OTHER	9(81.8%)	2(18.2%)	0(0.0%)

Q-6 What is your major purpose for showing films/videotapes?

	<u>Yes</u>	<u>No Response</u>
1) STAFF DEVELOPMENT	13(8.1%)	147(91.9%)
2) CLASSROOM INSTRUCTION	151(94.4%)	9(5.6%)
3) ENTERTAINMENT	16(10.0%)	144(90.0%)
4) ALL OF THE ABOVE	7(4.4%)	153(95.6%)
5) OTHER	2(1.3%)	158(98.7%)



Q-7 What type of audience most often views the films/videotapes that you show? (Check only one.)

1) PRE-SCHOOL CHILDREN	0(0.0%)
2) STUDENTS IN GRADES KINDERGARTEN THROUGH 8	83(52.5%)
3) STUDENTS IN GRADES 9 THROUGH 12	56(35.4%)
4) COLLEGE/TECHNICAL SCHOOL STUDENTS	5(3.2%)
5) COLLEAGUES/EMPLOYEES	0(0.0%)
6) INTEREST GROUPS	0(0.0%)
7) VOLUNTEERS	0(0.0%)
8) FIREFIGHTERS	0(0.0%)
9) MULTIPLE RESPONSE	14(8.9%)

Q-8 How important are the following factors in making a decision to select a particular film/videotape?

	<u>Very Important</u>	<u>Important</u>	<u>Not Important</u>
1) CURRENT SUBJECT MATTER	124(84.9%)	19(13.0%)	3(2.1%)
2) SUBJECT WAS DISCUSSED ON TELEVISION	1(0.9%)	31(29.0%)	75(70.1%)
3) RECOMMENDED BY COLLEAGUE/STUDENT	6(5.3%)	72(63.7%)	35(31.0%)
4) CURRICULUM-ORIENTED	118(80.3%)	27(18.4%)	2(1.4%)
5) REQUESTED BY POTENTIAL AUDIENCE	13(12.2%)	54(50.5%)	40(37.4%)
6) SUBJECT OF PARTICULAR INTEREST TO MY GROUP	89(66.4%)	41(30.6%)	4(3.0%)
7) OTHER	0(0.0%)	2(100.0%)	0(0.0%)





Q-9 Is there a catalog available to you from your primary audiovisual supplier?

- |        |            |
|--------|------------|
| 1) YES | 150(95.5%) |
| 2) NO  | 7(4.5%)    |

Q-10 Which of the following statements describe the catalog that is provided to you by your primary audiovisual supplier? (Check all that apply.)

	<u>Yes</u>	<u>No Response</u>
1) EASY-TO-USE	116(75.8%)	37(24.2%)
2) COMPREHENSIVE	102(66.7%)	51(33.3%)
3) UP-TO-DATE	90(58.8%)	63(41.2%)
4) CATALOG SUPPLEMENTS MAILED REGULARLY	57(37.3%)	96(62.7%)
5) HELPFUL SUBJECT INDEX	85(55.6%)	68(44.4%)
6) CATALOG COST IS REASONABLE	19(12.4%)	134(87.6%)
7) CATALOG COST IS TOO HIGH	1(0.6%)	152(99.4%)
8) NO CHARGE FOR CATALOG	77(50.3%)	76(49.7%)

Q-11 How would you rate your overall satisfaction with your primary audiovisual supplier?

- |                          |           |
|--------------------------|-----------|
| 1) VERY SATISFIED        | 54(35.1%) |
| 2) SOMEWHAT SATISFIED    | 44(28.6%) |
| 3) SATISFIED             | 40(26.0%) |
| 4) SOMEWHAT DISSATISFIED | 16(10.4%) |
| 5) VERY DISSATISFIED     | 0(0.0%)   |



Q-12 Please indicate whether each of the following has presented a serious problem, moderate problem, or no problem at all for you when borrowing a film/videotape from your primary audiovisual supplier.

	<u>Serious Problem</u>	<u>Moderate Problem</u>	<u>No Problem At All</u>
1) THE FILMS/VIDEOTAPES WERE NOT IN SATISFACTORY CONDITION	13(8.6%)	69(45.7%)	69(45.7%)
2) THE RETURN DATE FOR THE FILM/VIDEOTAPE WAS TOO RESTRICTIVE	10(6.8%)	49(33.6%)	87(59.6%)
3) THE REQUESTED FILM/VIDEO TAPE DID NOT ARRIVE IN TIME FOR THE PLANNED SHOWING	5(3.5%)	40(28.0%)	98(68.5%)
4) THE TYPE OF MEDIA WAS NOT COMPATIBLE WITH AVAILABLE AUDIOVISUAL EQUIPMENT	4(2.9%)	7(5.1%)	126(92.0%)
5) MY RESERVATION FOR THE FILM/VIDEOTAPE WAS NOT HONORED	4(2.9%)	27(19.3%)	109(77.8%)
6) NO UP-TO-DATE CATALOG IS AVAILABLE	5(3.6%)	25(18.1%)	108(78.3%)
7) FILMS/VIDEOTAPES ARE OUTDATED	32(22.2%)	67(46.5%)	45(31.3%)
8) OTHER	2(2.0%)	6(60.0%)	2(20.0%)

Q-13 Please indicate what type of film/videotape format that would be most compatible with your current audiovisual equipment. (Choose only 3 answers, ranking them as 1=most compatible, 2=compatible, and 3=least compatible.)

	<u>Compatible</u>	<u>No Response</u>
1) 16mm FILM	140(87.5%)	20(12.5%)
2) 35mm FILMSTRIP	67(41.9%)	93(58.1%)
3) 35mm SLIDES	32(20.0%)	128(80.0%)
4) VIDEOTAPE - 1/2 INCH VHS	136(85.0%)	24(15.0%)
5) VIDEOTAPE - 1/2 INCH BETA	18(11.2%)	142(88.8%)
6) VIDEOTAPE - 3/4 INCH U-MATIC	17(10.6%)	143(89.4%)



Q-14 What film/videotape subject matters are you most interested in borrowing? (Check all that apply.)

	<u>Yes</u>	<u>No Response</u>
1) CURRENT EVENTS	74(46.2%)	86(53.8%)
2) HEALTH	67(41.9%)	93(58.1%)
3) SOCIAL PROBLEMS	73(45.6%)	87(54.4%)
4) NATURAL RESOURCES	77(48.1%)	83(51.9%)
5) HISTORY	97(60.6%)	63(39.4%)
6) SCIENCE/TECHNOLOGY	87(54.4%)	73(45.6%)
7) ENTERTAINMENT	48(30.0%)	112(70.0%)
8) OTHER	43(26.9%)	117(73.1%)

Q-15 How much would you be willing to pay to borrow a film/videotape?

1) LESS THAN \$3.00	28(18.0%)
2) \$3.00 TO \$5.00	30(19.2%)
3) \$5.01 TO \$7.00	14(9.0%)
4) \$7.01 TO \$10.00	6(3.8%)
5) MORE THAN \$10.00	1(0.6%)
6) MAILING/INSURANCE COST	20(12.8%)
7) COST NOT RELEVANT	5(3.2%)
8) CANNOT AFFORD TO PAY	21(13.5%)
9) MULTIPLE RESPONSE	31(19.9%)



Q-16 Which one of the following categories best describes your current employment position?

- |                                   |            |
|-----------------------------------|------------|
| 1) GOVERNMENT EMPLOYEE            | 0(0.0%)    |
| 2) INTEREST GROUP REPRESENTATIVE  | 0(0.0%)    |
| 3) EDUCATOR                       | 158(98.8%) |
| 4) EMPLOYED IN THE PRIVATE SECTOR | 0(0.0%)    |
| 5) VOLUNTEER                      | 0(0.0%)    |
| 6) FIREFIGHTER                    | 0(0.0%)    |
| 7) OTHER                          | 2(1.2%)    |





MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - OPEN-ENDED RESPONSES  
TEACHER SURVEY PARTICIPANTS

Q-2 ON AN ANNUAL BASIS, HOW OFTEN DO YOU BORROW FILMS OR VIDEOTAPES FROM EACH OF THE FOLLOWING LIBRARIES?

<u>Response</u>	<u>Number of Times Recorded</u>
Free Services	3
Rent video tapes from business	4
Private collections	1
Free films from Associated Films	1
Modern Films	1
Karol and other free films	1
Karol Media and SCS office	1
School of the Deaf and Blind	1
Clem Williams Motion Pictures	
Modern Sound	1
Modern Talking Picture	10
Wilson	1
Free films from different companies	1
We have many videotapes of our own (personal at grade level)	2
Talkmotion Picture Co.	1
Free films only for our district	
Have used Billings Parmly Lib. and paid for film with bookfair money earned	1
Montana Power	1
Many other university sources, National Park Service sites, Commercial outlets	1
Kodak	1
University of Neb., University of Mich.,	



## Q-2 (Continued)

<u>Response</u>	<u>Number of Times Recorded</u>
Commercial outlets	1
Butte High School film library	1
Montana Highway Patrol	1
U. of Utah IMS and other University film libraries	1
American Cancer Society, Lung Association, Diabetes Foundation	1
American Cancer Society	1
Own library and media center (Big Sky HS)	1
Utah State Univ. film library	1
Ward's Science Establishment	1
Other non-profit groups	1
Billings Parmly Library	1
Video cassettes-films that go along with a book read as a class or in social studies- ex. Johnny Tremain (colonial U.S.)	1



Q-3 USING THE LIST OF AUDIOVISUAL SOURCES IN Q-2, PLEASE INDICATE WHICH  
AUDIOVISUAL LIBRARY THAT YOU WOULD CONSIDER TO BE YOUR PRIMARY  
AUDIOVISUAL SUPPLIER.

<u>Source</u>	<u>Code</u>
Office of Public Instruction State Film Library	1
Montana Fire Services Training Center (Great Falls)	2
University of Montana - Instructional Materials Service (including U.S. Forest Service and Montana Committee for the Humanities)	3
Montana Public Library Film Service (Butte)	4
Montana Department of Health and Environmental Sciences	5
Montana Department of Fish, Wildlife and Parks	6
Montana Department of Commerce - Aeronautics Division	7
TRIC (Training Resource and Information Center)	8
School District Media Service	9
Free Sources	10
Modern Films	11
Karol & other free films	10
Federation Headquarters (Parmly Billings)	12
National Park Service (Denver)	13
Captioned Films for the Deaf	14
MSU	15
Billings Public Library	16
Modern Talking Picture Service	17
Kit Parlor Films	18



Q-3 (Continued)

<u>Source</u>	<u>Code</u>
NASA	19
Local Continuing Education Service	20
Our Church Video Library	21
Alcoholic Anonymous	22
Montana Bankers Association	23
EMS Film Library	24
Wilson School in Bozeman	25
Butte High School Film Library	26
Own school library	27
American Cancer Society	28
Commercial distributors	29
ILL - through Library Federation	30
Missoula Public Library	31





Q-4 WHERE DID YOU LEARN ABOUT YOUR PRIMARY AUDIOVISUAL SUPPLIER?

<u>Response</u>	<u>Number of Times Recorded</u>
Principal of school	1
From previous usage	1
Professional knowledge	1
Local inservice	1
College	1
Friend	1
Through school	7
School District	3
Past librarian	1
Direct review	1
Librarian	2
Direct contact	1
On location	1
Audiovisual aide	1
I used to work there	1
Word of mouth	1
Tour through center	1
On job	1
Tradition	1



Q-5 HOW IMPORTANT WERE EACH OF THE FOLLOWING FACTORS IN SELECTING A PRIMARY AUDIOVISUAL SUPPLIER?

<u>Response</u>	<u>Number of Times Recorded</u>
Also no dead lines for signing up to get films	1
Availability of items on dates requested	1
Only one made available to me	1
Materials selected for District curriculum	1
It's one of the only suppliers we use at our school	1
Prompt & inexpensive shipping	1
Suitability to elementary school	1
Only rental films school district is willing to pay	1
Availability of A/V items, plus presentable condition of film (which are seldom encountered in attempting to obtain materials from the OPI.)	1
Condition of film	1
We are not encouraged to use any audiovisual supplier except the School District's media service	1



Q-6 WHAT IS YOUR MAJOR PURPOSE FOR SHOWING FILMS/VIDEOTAPES?

<u>Response</u>	<u>Number of Times Recorded</u>
Self instruction, information	1
Enrichment	1



Q-8 HOW IMPORTANT ARE THE FOLLOWING FACTORS IN MAKING A DECISION TO SELECT A PARTICULAR FILM/VIDEOTAPE?

<u>Response</u>	<u>Number of Times Recorded</u>
Subject covered before in school	1
Cost	1





Q-12 PLEASE INDICATE WHETHER EACH OF THE FOLLOWING HAS PRESENTED A SERIOUS PROBLEM, MODERATE PROBLEM, OR NO PROBLEM AT ALL FOR YOU WHEN BORROWING A FILM/VIDEOTAPE FROM YOUR PRIMARY AUDIOVISUAL SUPPLIER.

<u>Response</u>	<u>Number of Times Recorded</u>
Not always available on date needed	2
We purchase most all films used	1
No indication of suitability for elem.	1
Lost and broken parts are not being replaced	1
Not enough good films in primary areas: British literature, creative writing	1
If a teacher plans course work with sufficient projection of date-of-need, an item is almost always available	1
Instructional films need to be updated. For example, a film on photosynthesis needs to include up to date information and background. A 1940 Ford automobile shown in film may cause students to question validity of film even if material is good	1
Selection is limited	1
When I used to get film from the State Library, I found many of them to be in poor condition-- 2 had complete breaks halfway through--then I stopped ordering them	1



Q-14 WHAT FILM/VIDEOTAPE SUBJECT MATTERS ARE YOU MOST INTERESTED IN BORROWING?

<u>Response</u>	<u>Number of Times Recorded</u>
Materials for English class- short stories, novels, etc.	1
Behavioral/problem subjects	1
Education	1
All academic areas	1
Authors, stories, novels	1
Literature	5
Art	2
Any that might apply to my teaching needs	1
Literature, music, art	1
Music	2
Music-History/appreciation	1
Early childbirth K-3	1
Humanities	1
Drivers Ed.	1
Nature and animals	3
Geography	4
Drug and alcohol issues	1
Reading and literature	1
Language arts	1
Creative writing	1
Opera concerts	1
Government, current events	1
Government	1



## Q-14 (Continued)

<u>Response</u>	<u>Number of Times Recorded</u>
British & American Literature	1
Vocational awareness	1
Art type films for classroom motivation. Literary subject-ex. short story adaptations, many good ones are available	1
Public speaking. (Present films outdated)	1
Home Economics related	1
Curriculum oriented	1
Spanish	1



Q-16 WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR CURRENT  
EMPLOYMENT POSITION?

<u>Response</u>	<u>Number of Times Recorded</u>
Librarian-teacher	1
Secretary school	1





Q-21 WHY HAVE YOU BEEN DISSATISFIED WITH FILM/VIDEOTAPE SERVICES IN THE PAST?

<u>Response</u>	<u>Number of Times Recorded</u>
Materials too old.	7
Some films are outdated and in poor condition.	4
Films are not fully repaired and replaced. Service has been excellent. No problems.	1
I haven't other than-need more copies of VCR to go around, such as the classics.	
Our principal feels the cost of using them (films from the state library) does not affect what they learn. Therefore we do not get to use them. We order from free film catalogs.	
Films were outdated at times.	
Weren't always available at time of need.	
We don't often get the films that were ordered and verified. Availability of seasonal films limited.	
Cost.	
Used to not get here soon enough to schedule with the curriculum being studied in class. But last couple of years the SFL has been pretty good about sending films ahead of time if no one else has them scheduled.	
Outdated films from OPI for the most part. Shouldn't be charged as much for postage.	
Subject matter not appropriate. Poor condition of many films. Never sure whether they were going to arrive or not.	
Reservations not honored. Films outdated, lack of student appeal.	
At times, films from State Library cost too much. Some times films don't arrive or are not available.	
Cost to school district over and above postage.	
Films old and outdated, then we purchased a VCR and began taping our own programs on such things as nature films, science films, history, and entertainment. We often use some programs from public broadcasting stations.	
Many films ordered were not sent. We were not charged for them.	



Q-21 (Continued)

This past year--have been given plenty of time for receiving, showing and returning film. Appreciate that very much. Few years ago, this was a problem.

Late delivery/high cost.

In the past, when I borrowed from the State, I found the films to be damaged and unrepaired. Twice I was showing films (that I had shown in the past, and thus had no need to preview), and the films had complete breaks in them. I also found it hard to limit myself to showing a film in a specified time--especially when I had to make the decisions many months in advance. I like a little more flexibility. Also, when the price of film rental went too high, it was easier to put the rental fee towards department purchase of the film or video tape, especially if the material is used in a number of classes over a number of years.

Many of the films we use are very old--the subject matter is good, but many films break. There could be an update on many of the basic ones used a lot.



YOUR CONTRIBUTION TO THIS SURVEY EFFORT IS GREATLY APPRECIATED. IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT BORROWING FILMS, FILMSTRIPS, OR VIDEOTAPES?

I have usually used movies in the past, however, videotapes are now much more convenient to use.

I relocated from the State of Ca. and there we used the films that were sent to us with no problem. Because of a new librarian and a new location I have not been able to receive films that I usually obtain for education. I hope to have no problem next year. Thank you.

I would like to be able to get video tapes that I could copy and keep in our own library.

The State Library could use some substantial additions in the area of humanities-literature especially.

Sometimes I have a class on Friday afternoon who should see a film that came in Monday. If they are due back Friday, I have to pay a \$5.00 late fee.

I am becoming very interested in filming National Geographic programs to show in my class. We as a school or classroom teacher have been limited to number of films we can order due to district cost and available funds. Somewhat of a problem.

Would like to see more development of cassette video VHS or Beta format - easier to use and handle than 16mm.

We have used the State Film Library for many years. I have for 10 years and the librarian before me for many. This year our budget was cut and now I don't know what to do. I will try free films but I know we will miss this service.

I would like to have film strips to films or video to augment field trips. If we could have films or video of many "historic" or "natural" interest spots it would be great but most were not related to home state subjects. Even films about our home state industries would be great if they were available.

I would like to see more copies of the short story series available.

We are a juvenile correction institution and are trying to locate resources for our sex offender program. Much of what we've seen that we want is not available at a reasonable cost. Perhaps this isn't a problem the State Library can address.

I would like to see more 1/2" VHS video format films available.

I would encourage the purchase of more video tapes.

It would be helpful if film catalogs would clearly indicate the date a film was produced. Film catalogs would be more helpful if they would have a cross-index; that is, if films would be listed both by subject and title.



I was only aware of OPI and the U of M service. I prefer the U of M IMS but we used OPI more because it offers more variety. We don't use them much however. Their films are ancient, in terrible condition, and expensive. Their catalog was terribly old--it may have been updated lately.

School district's budget is limiting use of AV materials. Only supplier that they will pay is OPI--whose films are old, poor condition, and rarely fit into curriculum.

Would like video tapes of live theater production.

I stay mostly with my district supplier of AV material because I can get the material when it is relevant, not a month later and it is current and in good condition. I had been borrowing films from the state film library but they are quite outdated and not always in playable condition.

Would like to see more up-dated materials available. (current)

In science and technology there should be a constant effort to up-date materials because of the rapid changes taking place in these related fields.

The films are outdated. We need current natural resource films. Thank you.

Keep up the good work!

The time element is OK for mailing them back.





MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - MULTIPLE RESPONSES  
TEACHER SURVEY PARTICIPANTS

Q-4 Where did you learn about your primary audiovisual supplier?

<u>Response</u>	<u>2 &amp; 4</u>	<u>1 &amp; 2</u>	<u>2 &amp; 5</u>	<u>1 &amp; 5</u>	<u>2 &amp; 6</u>	<u>5 &amp; 6</u>	<u>1,2 &amp; 5</u>
<u>Number of Times</u>	1	5	4	1	1	1	1

Q-7 What type of audience most often views the films/videotapes that you show?

<u>Response</u>	<u>2,3, &amp; 5</u>	<u>3 &amp; 4</u>	<u>2 &amp; 5</u>	<u>2 &amp; 3</u>	<u>2,3,5 &amp; 6</u>	<u>3 &amp; 5</u>	<u>1 &amp; 4</u>
<u>Number of Times</u>	1	1	3	6	1	1	1

Q-15 How much would you be willing to pay to borrow a film/videotape?

<u>Response</u>	<u>4 &amp; 6</u>	<u>2 &amp; 6</u>	<u>1 &amp; 8</u>	<u>2 &amp; 3</u>	<u>1 &amp; 6</u>	<u>6 &amp; 7</u>	<u>3 &amp; 6</u>
<u>Number of Times</u>	2	9	3	1	7	1	2

<u>Response</u>	<u>1,2 &amp; 6</u>	<u>1 &amp; 2</u>	<u>2,3 &amp; 4</u>	<u>2 &amp; 7</u>
<u>Number of Times</u>	1	3	1	1



NONUSER GROUP



AUDIOVISUAL USER NEEDS ASSESSMENT  
NONUSER GROUP FREQUENCY DISTRIBUTIONS

- Q-17 Which of the following statements best describes why you do not currently use film/videotape services? (Check only one.)
- |   |           |
|---|-----------|
| 1) I WAS NOT AWARE OF SUCH SERVICES   | 28(27.2%) |
| 2) SUBJECT MATTER AVAILABLE NOT APPROPRIATE FOR MY GROUP  | 9(8.7%)   |
| 3) COST TOO HIGH  | 15(14.6%) |
| 4) EQUIPMENT NOT AVAILABLE OR COMPATIBLE TO USE FILM/VIDEOTAPE  | 24(23.3%) |
| 5) I HAVE USED FILM/VIDEOTAPE SERVICES IN THE PAST AND I AM NOT SATISFIED WITH THE SERVICE - Skip to Q-21 | 7(6.8%)   |
| 6) OTHER  | 13(12.6%) |
| 9) MULTIPLE RESPONSE  | 7(6.8%)   |
- Q-18 Do you plan to use any film/videotape services in the future?
- |                      |           |
|----------------------|-----------|
| 1) YES               | 42(42.4%) |
| 2) NO - Skip to Q-22 | 57(57.6%) |
- Q-19 What film audiovisual supplier do you intend to use?
- |                          |          |
|--------------------------|----------|
| 1) BNRR                  | 4(28.6%) |
| 2) OPI                   | 1(7.1%)  |
| 3) Federation System     | 1(7.1%)  |
| 4) Fire Services         | 2(14.3%) |
| 5) AARP                  | 1(7.1%)  |
| 6) University of Montana | 1(7.1%)  |
| 7) TRIC                  | 1(7.1%)  |
| 8) State Library         | 1(7.1%)  |
| 9) School District       | 1(7.1%)  |
| 10) Free materials       | 1(7.1%)  |



Q-20 Why would you use the services provided by this particular audiovisual service?

	<u>Yes</u>	<u>No Response</u>
1) SUBJECT MATTER PROVIDED PARTICULARLY RELEVANT TO MY GROUP	19(44.2%)	24(55.8%)
2) RECOMMENDED BY A COLLEAGUE	2(4.6%)	41(95.4%)
3) CONVENIENCE	3(7.0%)	40(93.0%)
4) LEARNED ABOUT THE SERVICE THROUGH ADVERTISEMENT	1(2.3%)	42(97.7%)
5) NO CHARGE FOR USE OF FILM/VIDEOTAPE	12(27.9%)	31(72.1%)
6) OTHER	4(9.3%)	39(90.7%)

Q-22 Which one of the following categories best describes your current employment position?

1) GOVERNMENT EMPLOYEE	19(18.6%)
2) INTEREST GROUP REPRESENTATIVE	4(3.9%)
3) EDUCATOR	27(26.5%)
4) EMPLOYED IN THE PRIVATE SECTOR	9(8.8%)
5) VOLUNTEER	10(9.8%)
6) FIREFIGHTER	6(5.9%)
7) OTHER	26(25.5%)
9) MULTIPLE RESPONSE	1(1.0%)





MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - OPEN-ENDED RESPONSES  
NONUSER SURVEY PARTICIPANTS

Q-19 WHAT AUDIO VISUAL SUPPLIER DO YOU INTEND TO USE?

<u>Source</u>	<u>Code</u>
BNRR	1
OPI	2
Federation System	3
Fire Services	4
AARP	5
University of Montana	6
TRIC	7
State Library	8
School District	9
Free materials	10



Q-20 WHY WOULD YOU USE THE SERVICES PROVIDED BY THIS PARTICULAR AUDIOVISUAL SERVICE?

<u>Response</u>	<u>Number of Times Recorded</u>
I plan to re-examine for workshop use	1
At this time I am unfamiliar with audiovisual suppliers	1
To enhance programs/create interest	1
Our use would be seasonal during tourist season	1



Q-21 WHY HAVE YOU BEEN DISSATISFIED WITH FILM/VIDEOTAPE SERVICES IN THE PAST?

Response

I am not dissatisfied with the services. We are in the process of getting equipment so we can use films in our training program.

No call for film in the past two years.

Lack of quality materials for my subject area.

Cost too high; out of date material.

Cost.

Not dissatisfied--just haven't used it--have extensive library of my own.

We cannot afford to pay for movies but would like to use them.

Some of the films are in poor shape and you feel like they will be totally ruined before you finish the film.

Materials were old and inappropriate. I have not surveyed what is available in the last couple of years.

Films have either been very old and are in poor conditions. Films frequently break or the audio was poor. Cost too high.

We have to order a year in advance and it's hard to know what subject material will apply to our lessons so far in advance.

Filmstrip was damaged by use because we received inadequate instructions.

I cannot get the films and video when I need them!!

Poor quality. Often broken. Unavailability when needed. No available catalog for teachers in our system.



Q-22 WHICH ONE OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR CURRENT  
EMPLOYMENT POSITION?

<u>Response</u>	<u>Number of Times Recorded</u>
Retail store owner	1
Librarian. Public library	1
Librarian-Small county library	1
Librarian	10
Stillwater Co. Historical Society.	1
Director, arts center	2
Retired	1
Nursing home program director	1
Gallery owner-potter	1
City employee	1
Museum and Senior Citizens	1
Private free museum	1
Member museum board	1
Museum curator, county	1
Nonprofit-citizen advocacy-directory advocacy for the developmentally disabled	1





YOUR CONTRIBUTION TO THIS SURVEY EFFORT IS GREATLY APPRECIATED. IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT BORROWING FILMS, FILMSTRIPS, OR VIDEOTAPES?

Not applicable to my business or interests!

Our library interests are not in video tapes.

We do not use this service at/or for the library. Terrys Rest Home coordinator orders a few films thru us thruout the year possibly 4 times.

We are a branch library of Toole County. Main facility in Shelby.

We have not had occasion to use a video in our organization. We are aware of the service and realize their value. Should a need arise, we would appreciate this service but at this time I cannot comment on your problems.

Ours is a specialized library. Our users research our volumes of early Bitterroot Valley newspapers. Frequently people connected with the Historical Society prepare their own materials. We have events at the Museum that we tape and show and preserve.

My elementary school has many filmstrips that I find sufficient for my needs as a librarian. Each year I do borrow the same 2-3 titles from other elementary librarian in Great Falls.

Both curator and I are new. We have not had time to research and offer/use videos. However, we will do so in future.

We would use video training if we knew where to get them and cost. Thank you.

At the museum we have a TV and player and presently only one tape and that is on dinosaurs that was made up for us in California by some associates of Dr. Bill Clemms of Berkeley U. We would be interested in tapes of the parks and natural history and anything on dinosaurs.

We have not used these aids in the past except through such agencies as State Lands and other training groups.

Although we have not used the A-V materials in the past, that does not indicate anything other than just that. We will begin expanding the scope of a variety of workshops based on our program, and plan to carefully review your resources for that purpose.

We are a small museum with local historic displays. We never use audiovisual equipment so do not use sources. As a former teacher, I used it a lot, but it does not apply to our museum. Hope this suffices.



Have used audiovisual material from the University of Montana and Montana Department of Fish, Wildlife and Parks. Have found that if there is good scenery the nursing home residents enjoyed, otherwise they were not entertaining enough for residents.

I'm very much interested in audiovisual materials and services. However, we do not have the room to house materials or offer this service. We presently are working to build a new library and are keeping this in mind for the future. I would like to see this service offered on a wide basis in Montana. Perhaps some grants for equipment, videotapes, or programming could be offered to libraries.

I am not aware of this service at present. Further information would be helpful in evaluating whether this service would be useful to our program. We conduct (may be able to conduct) a wide variety of recreation programs for our community. Additional sources of information would be helpful in creating new opportunities and enhancing established programs.

This survey has reached a cooperative art gallery. We do not presently use audiovisual materials except a few videos that are art related and owned by members. I can see where we could take advantage of appropriate material if we knew where to find it.

Please let me know what services are available and what films or materials you have in your library.

What would you have in the line of a film for the annual meeting of a rural homesteader-agricultural museum? Huntley Project Museum, Box 86, Ballantine, MT, 59006.

What is available? I'd be particularly interested in Montana geography and history films that would appeal to tourist families in the summer months.

We would probably use films if they were appropriate and knew about them.

We have had no occasion to use films or videos. No one has asked for them.

I have used films from Montana Committee for the Humanities on the summer lecture program but prefer to use "line" programs on subjects relating to the museum.

This privilege is not available to us.

We have received very little public interest on what few films we have shown.

If we had audiovisual equipment, most certainly we would take advantage of your services. However--sorry we cannot complete the survey. Thank you.



Do you have a list of films/videotapes available? If so, may I please have a copy?

We have our own audiovisual programs which we have developed. These relate to the earth sciences. Our average visitor does not have time to view these programs after the time it takes to view the displays, so our programs are used only occasionally.

Until we can build on to our present facility, we have no room for anything.



MONTANA STATE LIBRARY AUDIOVISUAL USER  
NEEDS ASSESSMENT - MULTIPLE RESPONSES  
NONUSER SURVEY PARTICIPANTS

Q-17 Which of the following statements best describes why you do not currently use film/videotape services?

<u>Response</u>	<u>3 &amp; 4</u>	<u>1 &amp; 2</u>	<u>1 &amp; 4</u>	<u>1,3 &amp; 4</u>
<u>Number of Times</u>	4	1	1	1

Q-22 Which one of the following categories best describes your current employment position?

<u>Response</u>	<u>3 &amp; 7</u>
<u>Number of Times</u>	1







